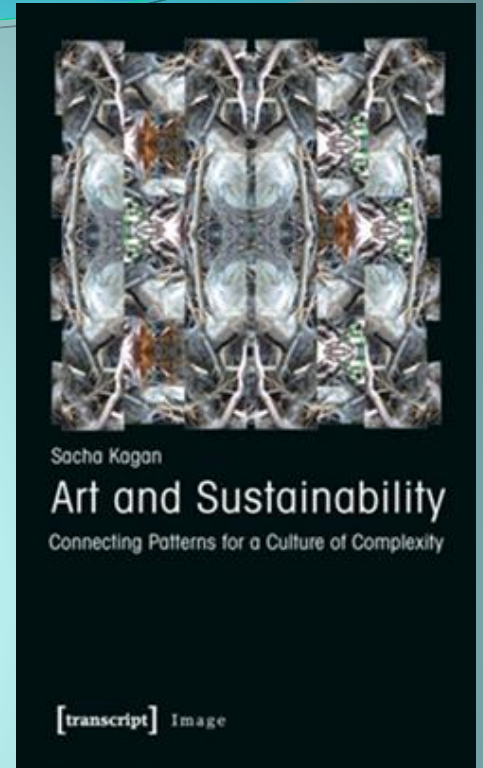




# The Art of Sustainability

**By Ken Hickson**

9<sup>th</sup> MEM Seminar, NUS, Friday 29 January 2016



# The art of sustainability

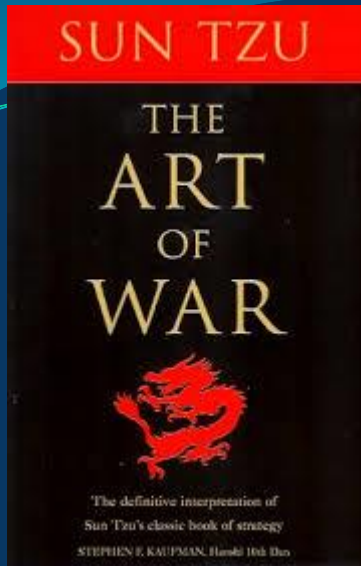
Is it art or is it science

Or a wonderful amalgamation of both.

Climate change is described as the perfect problem.

Maybe Sustainability is the perfect solution.

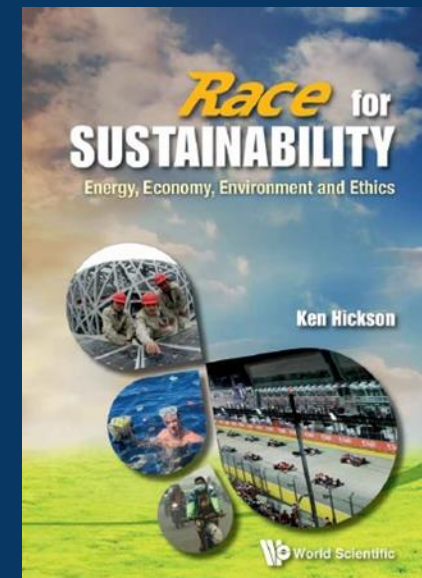
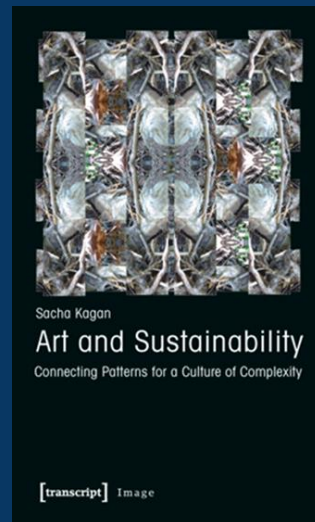




# The art of sustainability

Is architecture and urban planning/design an art or a science or a combination of both?

The art of war by Sun Tzu  
Needs to be replaced by the Art of Sustainability by  
Ken Hickson and Sacha Kagan










Sacha Kagan  
**Art and Sustainability**  
 Connecting Patterns for a Culture of Complexity

[transcript] Image

vous invitent au **Midi de la Recherche**

## "Aesthetics of Sustainability: Fostering a sensibility to complexity"

By Dr. Sacha Kagan

**Wednesday, 8th June 2011 | 13:00 to 15:00 | Room 342 (PLG)**

**ABOUT THE TOPIC...**


Away from mainstream understandings of the modern individual artist and of aesthetics, the emergence of cultures of sustainability may be facilitated by artistic thinking and practices based on a sensibility to complexity, combining insights from John Dewey's aesthetics, Gregory Bateson's "sensibility to the pattern which connects", David Abram's "animistic phenomenology" and Edgar Morin and Basarab Nicolescu's transdisciplinary perspectives on complexity. The relevance of these theoretical insights will also be illustrated with an example from the field of ecological art.

This presentation will be summarizing a few of the topics analyzed in Sacha Kagan's upcoming book: "Art and Sustainability: Connecting Patterns for a Culture of Complexity, transcript Verlag, 2011".

Following the presentation, a systems thinking game called "triangles" (designed by Linda Booth-Butter and Dennis Meadows) will be played with the participants. The game will allow us to glimpse at an embodied cognition of complex systems.

**ABOUT DR. DES. SACHA KAGAN...**

Research Associate at the Institute of Cultural Theory, Research and the Arts (ICRA/IKKK), Leuphana University Lüneburg, Sacha Kagan founded the International level of Cultura21, Network for Cultures of Sustainability, as well as the International Summer School of Arts and Sciences for Sustainability in Social Transformation (ASSIST). The focus of his research and cultural work lies in the trans-disciplinary field of arts and (un-)sustainability. M.A. in Cultural Economics (Erasmus University Rotterdam), Graduate of Sciences Po Bordeaux, teaching sociology of culture and the arts, he completed in 2011 his PhD defense with summa cum laude at the Leuphana University Lüneburg, with a thesis on the subject of culture, the arts and sustainability under the perspective of complexity. Personal website at: <http://sachakagan.wordpress.com>



**Entrée libre et gratuite**

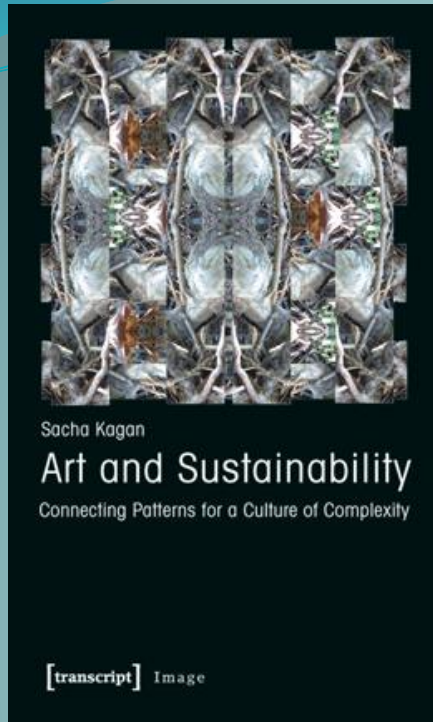
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<http://sphinx.icn-groupe.fr/recherche/inscriptionmidirechskagan/questionnaire.htm>



# "Let artists shape a resilient city"

Communicate **Blue**





Creativity.  
Resilience.  
Redundancy.  
Diversity.

Need to involve artists and creative people in the process of urban development.

**“Let artists shape a resilient city”**



Tai Lee Siang  
Architect, Ong & Ong  
Singapore Institute of  
Architects  
Singapore Green Building  
Council  
Design Chamber of  
Commerce

**“Let artists shape a resilient city”**



# Making Events Sustainable



SWITCH OFF,  
TURN UP

Having Fun  
Appreciating art  
Saving 247,000 kWh of energy over  
3 weeks in 2014  
Sustainability in action  
4-27 March 2016

Communicate Blue



# What we say and do – and how we communicate – adds or detracts from how we view sustainability.







# Disasters and deceptions on a grand scale

- BP, or British Petroleum, was found responsible for the worst oil spill in US history, which killed 11 people and leaked 3.19 million barrels of oil into the Gulf of Mexico. BP was found guilty of gross negligence and reckless conduct and in July 2015 agreed to pay \$18.7 billion in fines, the largest corporate settlement in U.S. history.



- VW or Volkswagon, has admitted cheating emissions tests in the US after the found that many VW cars had a "defeat device", changing the performance accordingly to improve results. Fines are expected to amount to \$18 billion in US but the diesel emission scandal is affecting VW globally. Right now, the most hated Company in America. Will it survive?

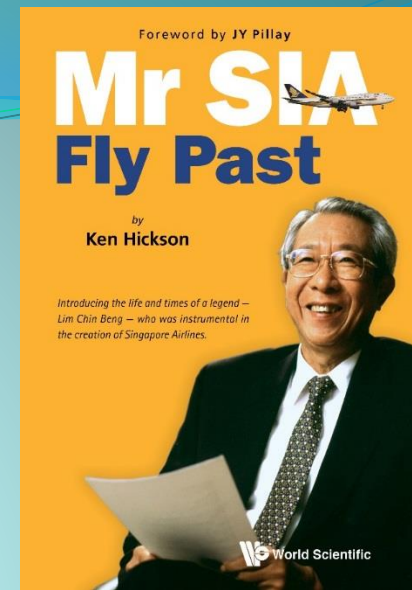


# Sustainability? The Nike Story of Ups and Downs



- Nike is now one of the biggest and most recognizable brands in the world. Number 17 on the Interbrand ranking for 2015.
- But it experienced serious fallout from charges of using child labour overseas to make its popular running shoes/sports equipment, with investigations by NGOs which generated massive media coverage.
- After denials at first, which failed to bring back its customers, Chairman and co founder Phil Knight finally admitted that what had been uncovered was unfortunately true and proceeded to fix it. “Just do it!” meant something when he said it!
- Now it’s rated as one of the world’s most innovative companies that has turned sport footwear into a leading fashion brand and accepted by leading sportsmen and women everywhere.





# Flying into the Future

For the man they still call “Mr SIA”, the letter “S” must figure prominently on the passport when flying into the future. Supersonic, safe, secure, sustainable, space, solar, and silent.

But the capital “S” word which Lim Chin Beng counts on to continue to provide leadership in the future of aviation is none other than the place which has figured so prominently in the fly past over the first 100 years of commercial aviation. Singapore!



Communicate Blue





# Cities go from Green to Blue – sustainable and smart

- **France** the world's most popular Tourist destination
- **Melbourne** the world's most liveable city
- **Copenhagen**, the world's & Europe's most sustainable city.
- **Singapore** rated in 2014 by EIU as first out of 82 countries for its efficient and open economy for the 7<sup>th</sup> year in a row and by the World Bank for the 9<sup>th</sup> year.
- **Switzerland** in 2015 voted the Happiest country in the world and most competitive country in the world for the sixth consecutive year.



# Shakespeare & Sustainability

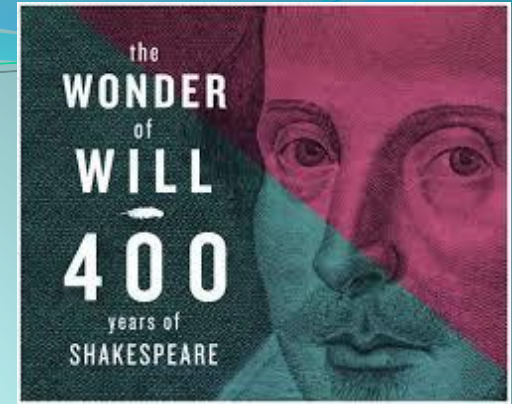


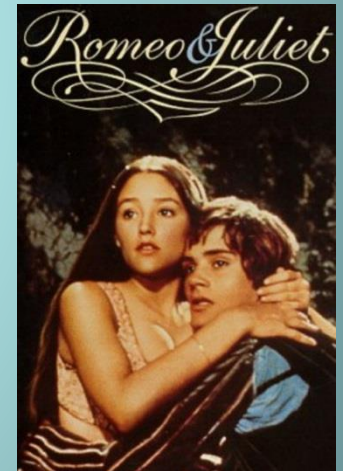
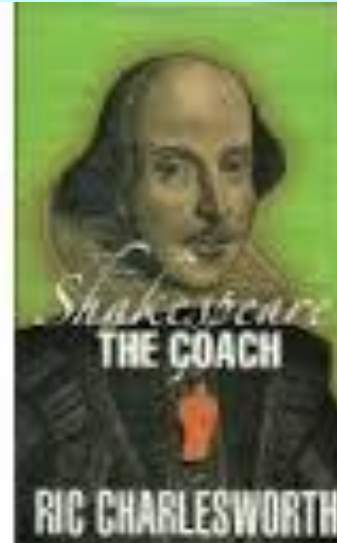
Chart 15: People associated with the UK's contemporary arts and culture

Question: Can you name one example of a specific person associated with [...] contemporary UK arts and culture which you are personally interested in?



Base: Five-country data (5,029); 18–34 year olds in Brazil (1,003); China (1,007); Germany (1,003); India (1,006); US (1,010); Fieldwork December 2013 – January 2014. Data presented here is weighted to relevant national populations. Source: Fieldwork – Ipsos MORI; Analysis – In2Impact.

Note: Open ended question. Visual represents the top 16 names mentioned for accessibility.





# Who's Tops among Corporate Knights Global 100 Most Sustainable Corporations 2016

1st



4th



8th



10th



13th



21st



33rd



38th



47th



55th



59th



93rd





# Dow Jones Global Sustainability Index

Automobile  
Industry Leader



Real  
Estate  
Leader



**Stockland**  
*it's your place*

Banking  
Industry  
Leader



Semiconductor  
Industry  
Leader



F & B  
Group  
Leader



Software  
& Services  
Industry  
Leader



# What's the connection between Brand, Image, Strategy, Sustainability and Communications?



## **BMW Group Sustainable Value** report:

- Believes that sustainability means investing in our future.
- Committed to Electric Vehicles and Efficient Dynamics.
- Efficient use of resources, as well as lower CO<sub>2</sub> emissions.
- Obtains more than half its electrical energy worldwide from renewable sources.
- Business model is more competitive and secures company's future growth.
- Create innovations with tangible benefits for society
- Engages in ongoing dialogue with its stakeholders at all its locations and markets.



Paul Polman, CEO wants to business globally and locally to engage in “more partnership, more transparency, more purpose-driven leadership, more long-term viewpoints, more focus on the common good”.



Launched in 2010 with three overarching goals:

- To help a billion people take action to improve their health and well-being.
- To halve the environmental impact of products.
- And to source 100% of agricultural raw materials sustainably, protecting the livelihoods of more than 500,000 smallholder farmers in the process.







Net Effect:  
Turning  
discarded  
fishing nets  
to Carpet  
tiles



## Mission Zero: Towards a more sustainable way of Business

In 1994, Interface Founder Ray Anderson challenged us to pursue a bold new vision: "Be the first company that, by its deeds, shows the entire world what sustainability is in all its dimensions: people, process, product, place and profits – and in doing so, become restorative through the power of influence". The Interface journey toward sustainability has been a momentous shift in the way we operate our business and see the world. Move through these pages for a closer look at our progress, and find out how to get involved in our Mission Zero® journey.

*Interface®*

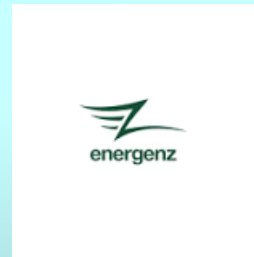
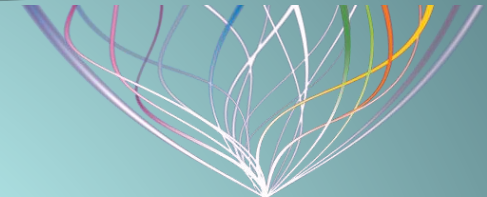


Communicate **Blue**



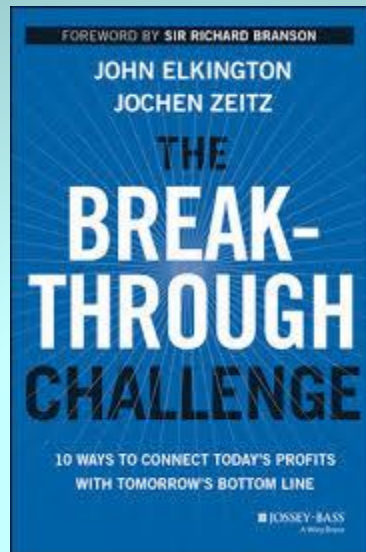
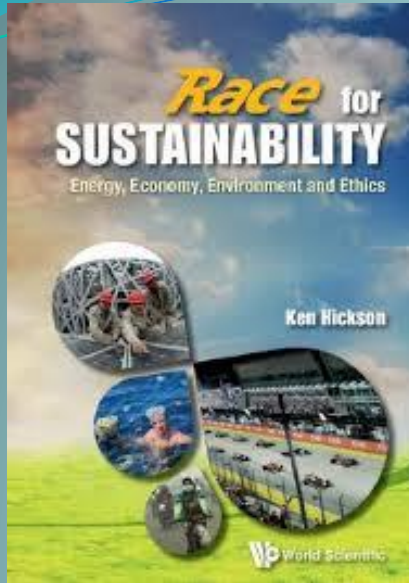
**SASA**  
Sustain Ability Showcase Asia

# Brands & Business in the Sustainability Sector

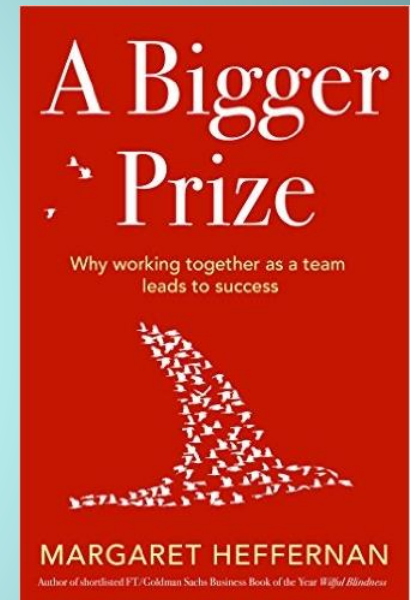




# Sustainability for Business means Collaboration

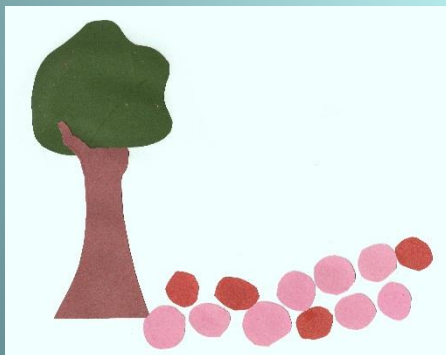


John Elkington, who came up with Triple Bottom Line – Planet, People & Profit



**Energy, Economy, Environment & Ethics**

12 Steps for Sustainability for Business



Creative, Co-operative, Collaborative ways to work together for the good of all.

Communicate Blue





# Multiple benefits of energy efficiency



# Blue Economy – Circular Economy



# Sustainable Singapore Blueprint

A Vibrant and Sustainable City

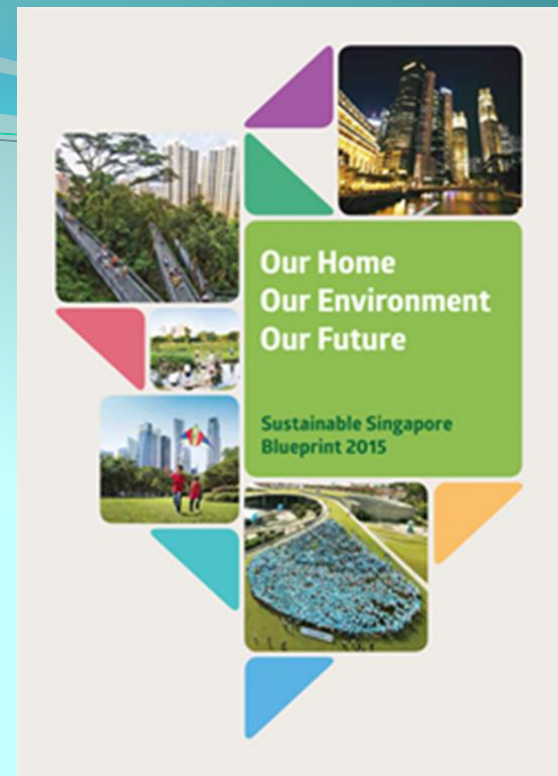
“Eco-Smart” Endearing Towns

A “Car-Lite” Singapore

Towards a Zero Waste Nation

A Leading Green Economy

Resource Sustainability



CENTRE for  
**LiveableCities**  
SINGAPORE

**FUTURE  
CITIES  
LAB**



Communicate **Blue**



**abc**  
carbon

**SASA**  
Sustain Ability Showcase Asia



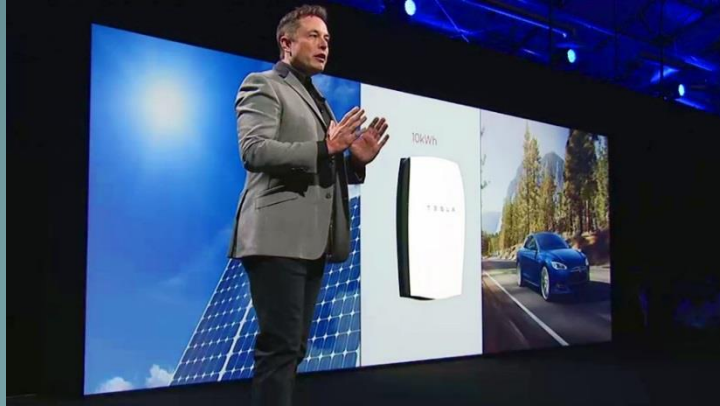
# How do we Effectively Communicate Sustainably?



**80% of sustainability measures in an organisation are dependent on effective communication**

- Media – articles, videos
- Social media
- Case studies
- Content for websites
- Newsletters
- Networking
- Talks
- Through NGOs
- Community groups
- Events
- Best practices - business
- Country & city cases

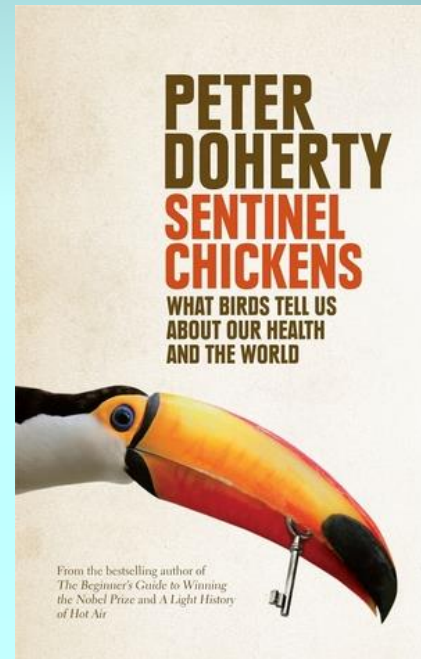
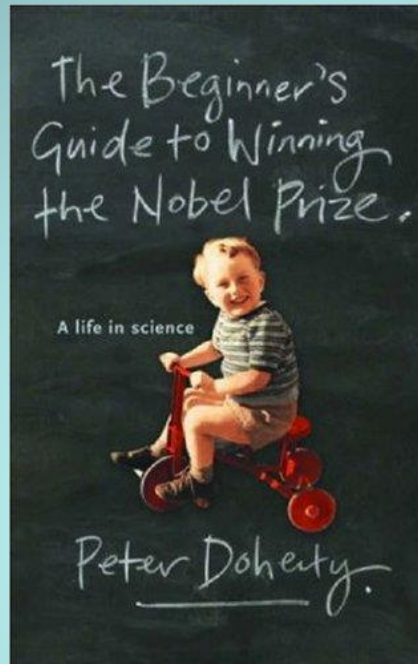
# Transforming the Future Today: Elon Musk



Electric vehicles with performance  
Solar energy  
Energy Storage



# The Doctor who effectively communicates



Contributor to:

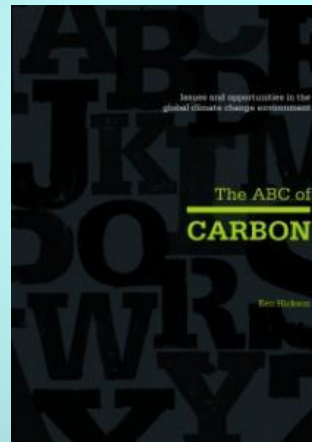
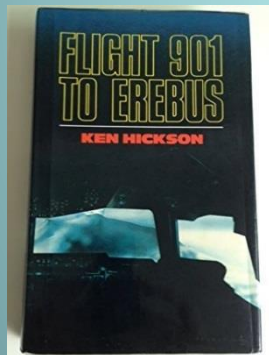
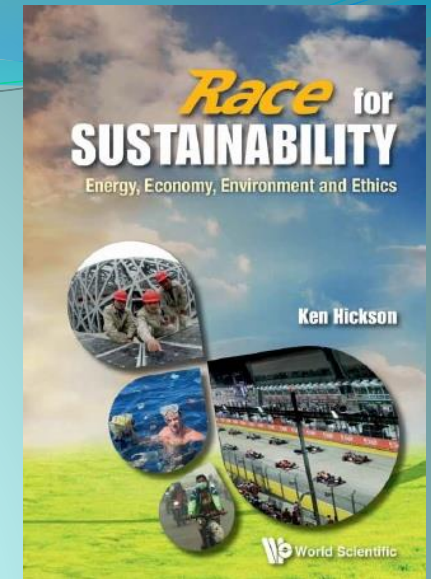
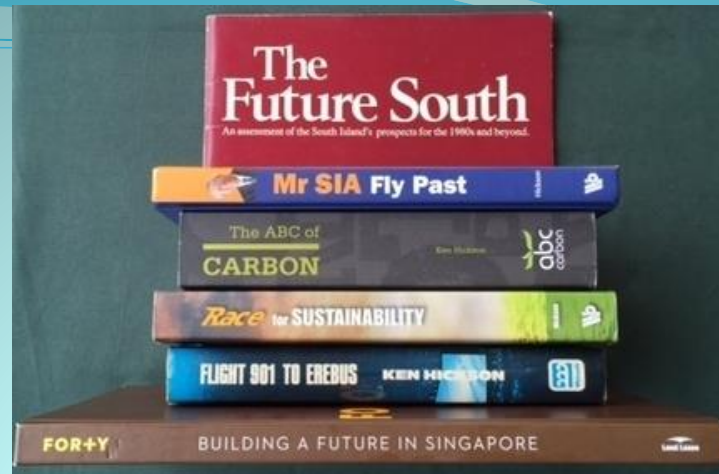
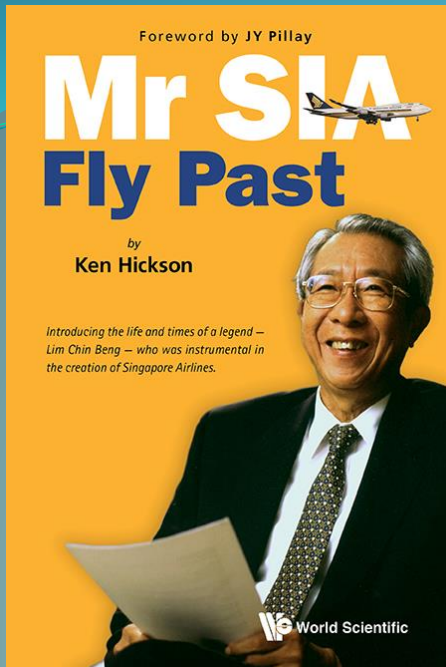


VISIONS 2100: Stories from Your Future

John O'Brien, November 2015







[Kenhickson@sustain-ability-showcase.com](mailto:Kenhickson@sustain-ability-showcase.com)

