

SUSTAINABLE INNOVATION 11

Re-use New Business Model



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Transforming organisations

We work with change-makers to integrate sustainability (the triple bottom line) into their organisation, to achieve competitive advantage



Vision & Strategy:

Immerse clients in expert “outside-in” perspectives to gain valuable insights, understand market drivers and explore strategic options

Value Creation:

Use a triple bottom line approach to develop new business models, products, services and processes, increasing top line revenues and reducing costs

Delivering the Transformation:

Pilot and assist the roll out across organisational silos, facilitating behavioural change and integrating sustainability into the way the organisation works or does business



“100% RECYCLABLE STORES WITH ZERO WASTE TO LANDFILL”

"I am determined that Tesco should be a leader in helping to create a low-carbon economy. Reducing our carbon footprint becomes a central business driver for Tesco."

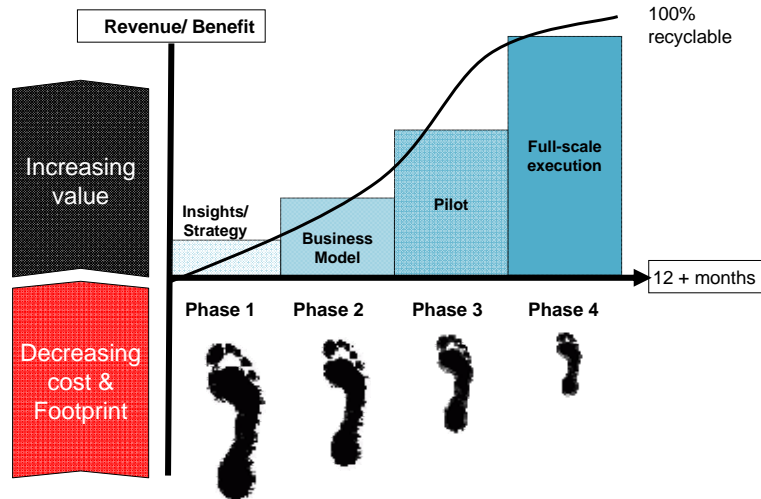
Sir Terry Leahy, CEO (2009)



"How might we design & build 100% recyclable stores and extract the most value when we refresh, deconstruct and rebuild them?"

James Dorling, Tesco Property Services

SecondNature's Approach



Making sustainability second nature



- Strategy & vision setting:
 - Creation of the goal via internal and external stakeholder engagement:
“100% RECYCLABLE STORES WITH ZERO WASTE TO LANDFILL”
- Value Creation
 - New business model developed
 - Engagement with supply chain
- Pilot
 - Significant savings/ benefits achieved at Tesco Superstore (Chesterfield)

Value Creation



Demolition of Liability



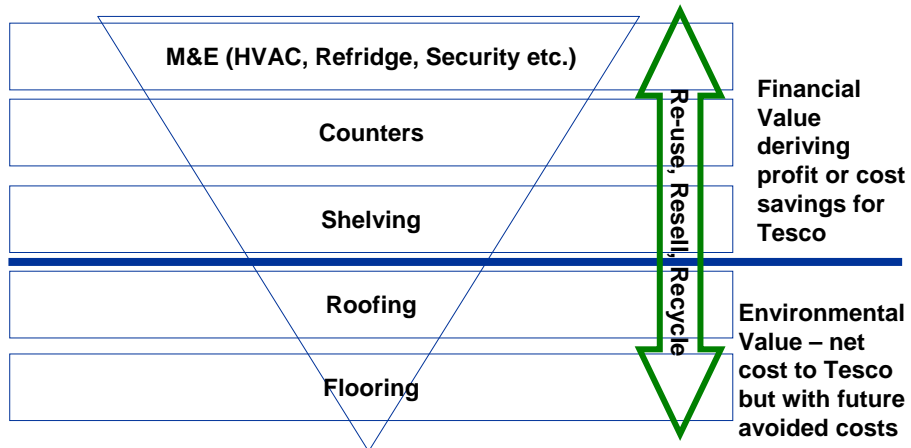
Deconstruction of Asset



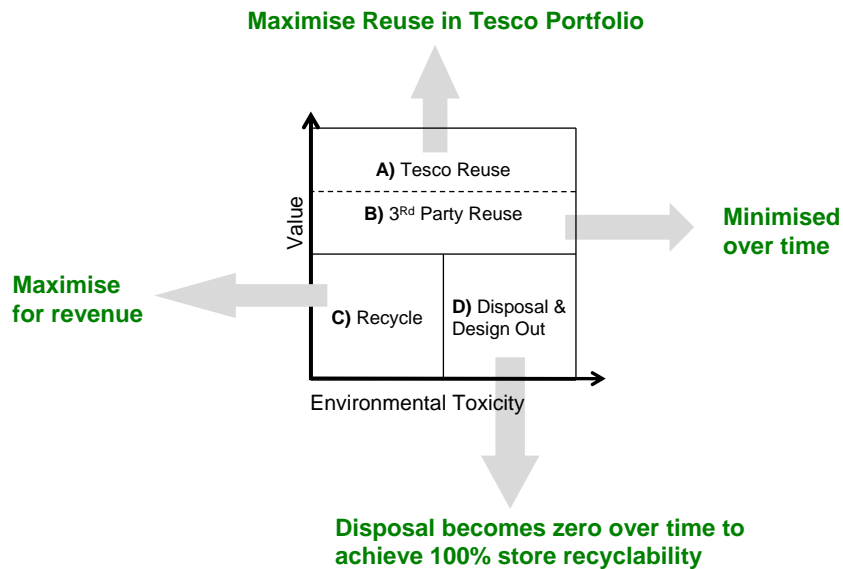
Value Creation: Prioritisation



High value & High Toxicity



Low value & Low Toxicity



- Developed insights into the costs and benefits of fridge doors, including an analysis of whether fridge doors impact sales
- Created a model for measurement & reporting post placement of Fridge Doors on Express Stores
- Built a reference dashboard highlighting the status of the different areas using a Red, Amber, Green method
- Fridge Doors are currently being rolled out in a number of Tesco Express stores



Summary & Conclusions

- **We proved** that Tesco could benefit financially, socially & environmentally
- **We learnt** that the toughest challenge is changing existing habits & procedures e.g. Design Standards, Tesco Procurement
- **We recommended** as a next step to design waste out completely
- **We applauded** on seeing the '100%' project quoted in the Tesco Group Annual report
- **We are convinced** that creating circular economy is our future!

Thanks for your attention!

www.secondnaturepartnership.com