ENVIRONMENTAL THE HIDDEN COSTS OF A CHANGING GLOBAL ECONOMY AMY LARKIN

No Nature No Business

2009 Chamber of Commerce Schism





Johnson Johnson



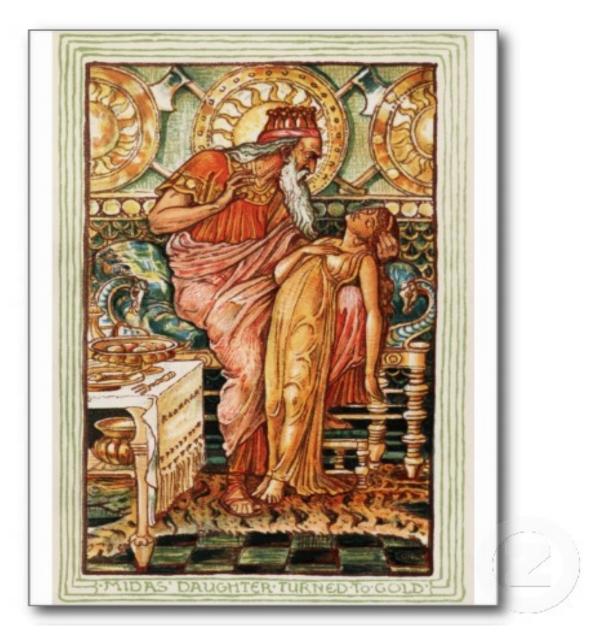
"In 2008, the 3,000 largest public companies were estimated to be causing \$2.15 trillion of environmental damage."



En·vi·ron·ment·al Debt

Polluting and/or damaging actions that will cost other parties (people, businesses or governments) real money in the future.





King Midas

20th Century Business As Usual Rules:

- 1. Pollution is largely free to the polluter;
- 2. Earning statements do not include long term financial, environmental and social impacts;
- 3. Governments subsidize business with no concern for environmental impact.

The Nature Means Business Framework:

- 1. Pollution can no longer be free and can no longer be subsidized.
- 2. The long view must guide all decision-making and accounting.
- 3. Government plays a vital role in catalyzing clean technology and growth while preventing environmental destruction.

RESOLVE RESOLVE RESOLVE RESOLVE RESOLVE RESOLVE RESOLVE RESOLVE RESOLVE RESOLVE

The Transition Agenda

- 1. If fossil fuels and pollution cost their true prices based on new financial rules, how will that melt down the economy?
- 2. If dirty energy and consumption continue to be underpriced, how will that melt down the environment?

"Nothing except for nature can transform the world as swiftly as can business- for better or for worse."

ENVIRONMENTAL THE HIDDEN COSTS OF A MY LARKIN

www.ATransitionAgenda.org

www.EnvironmentalDebt.net