



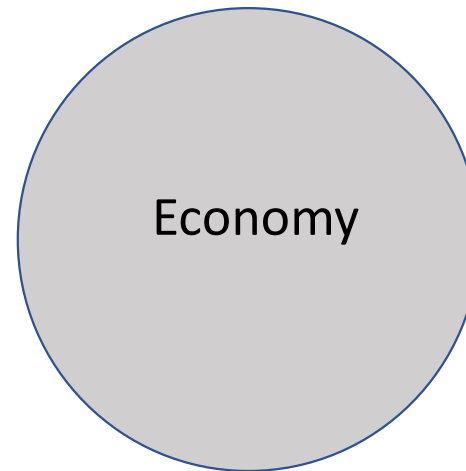
Building a future for all

Individuals, organisations and societies

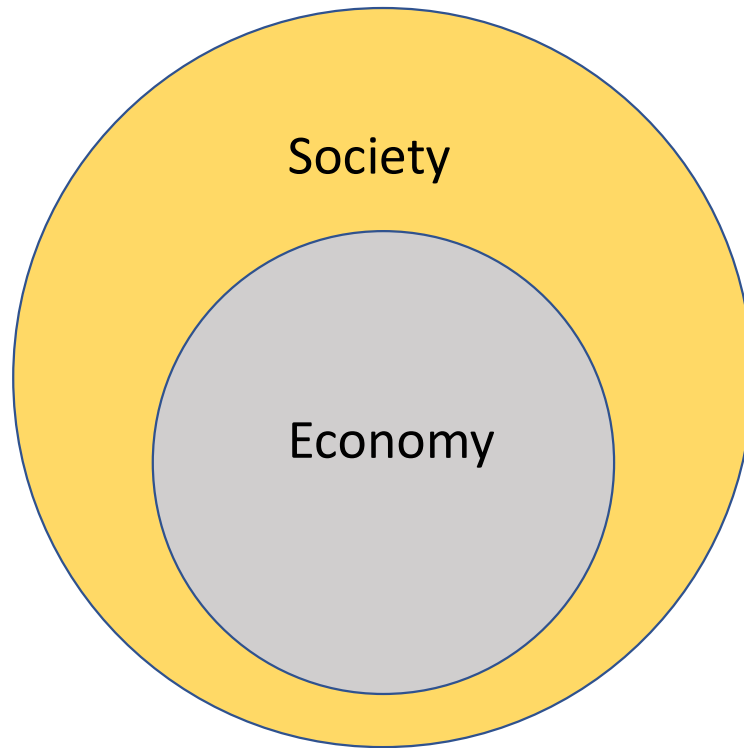
Karin Huber-Heim

- Communication & Psychology, University of Vienna
- Marketing & PR
- Strategy consulting for projects in Europe, Africa, India and Middle East for organizations of all types and sizes, for-profit/non-profit, public/private
- Managing Director at *csr and communication*
- Keynote speaker, panelist and publications on Corporate Governance & Leadership, Corporate Sustainability & Innovation, Stakeholder Communication
- Academic programme director of MSc "Sustainability & Responsible Management" and "Sustainable Finance", UAS BFI, Vienna
- Professor for Corporate Sustainability & Innovation at several UASs
- Circular Economy Systems Research Lead, Bertalanffy Center for the Study of Systems Sciences
- Board member at the Austrian Global Compact Network

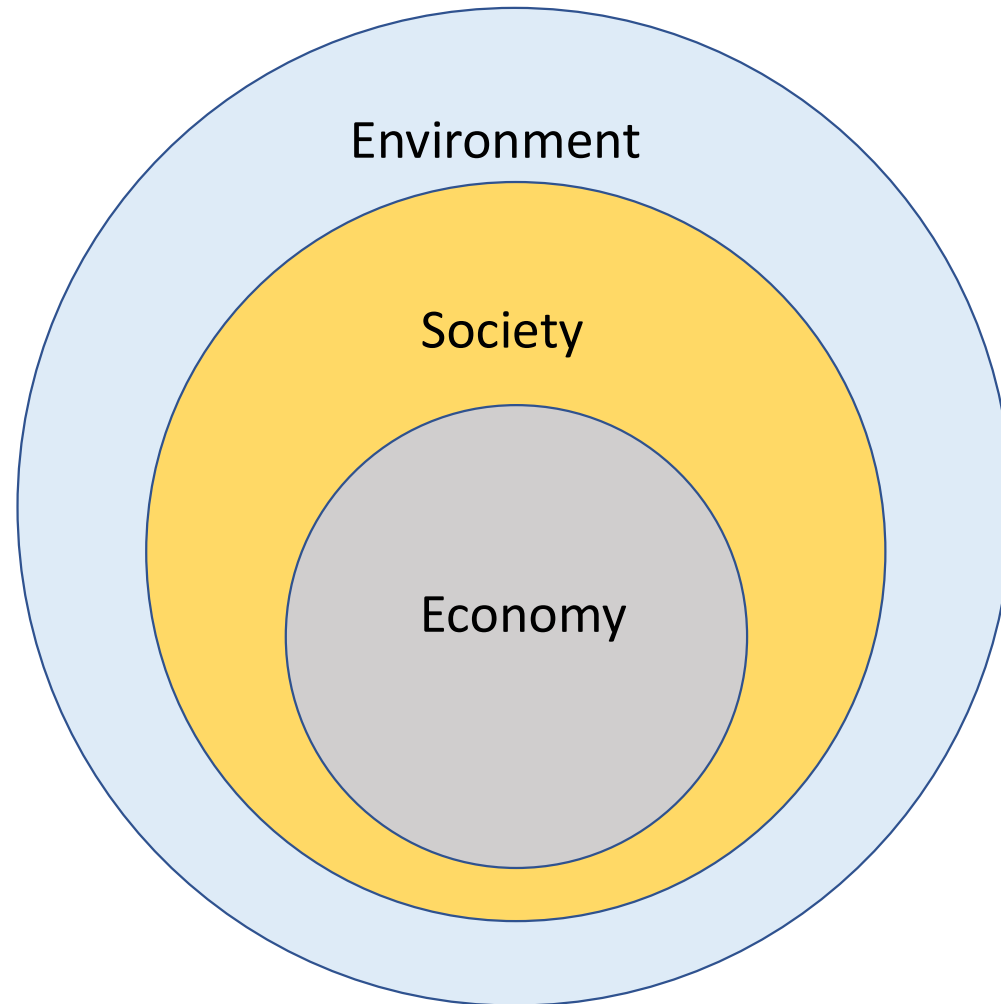
The world
Post-
Covid19



The world
Post-
Covid19



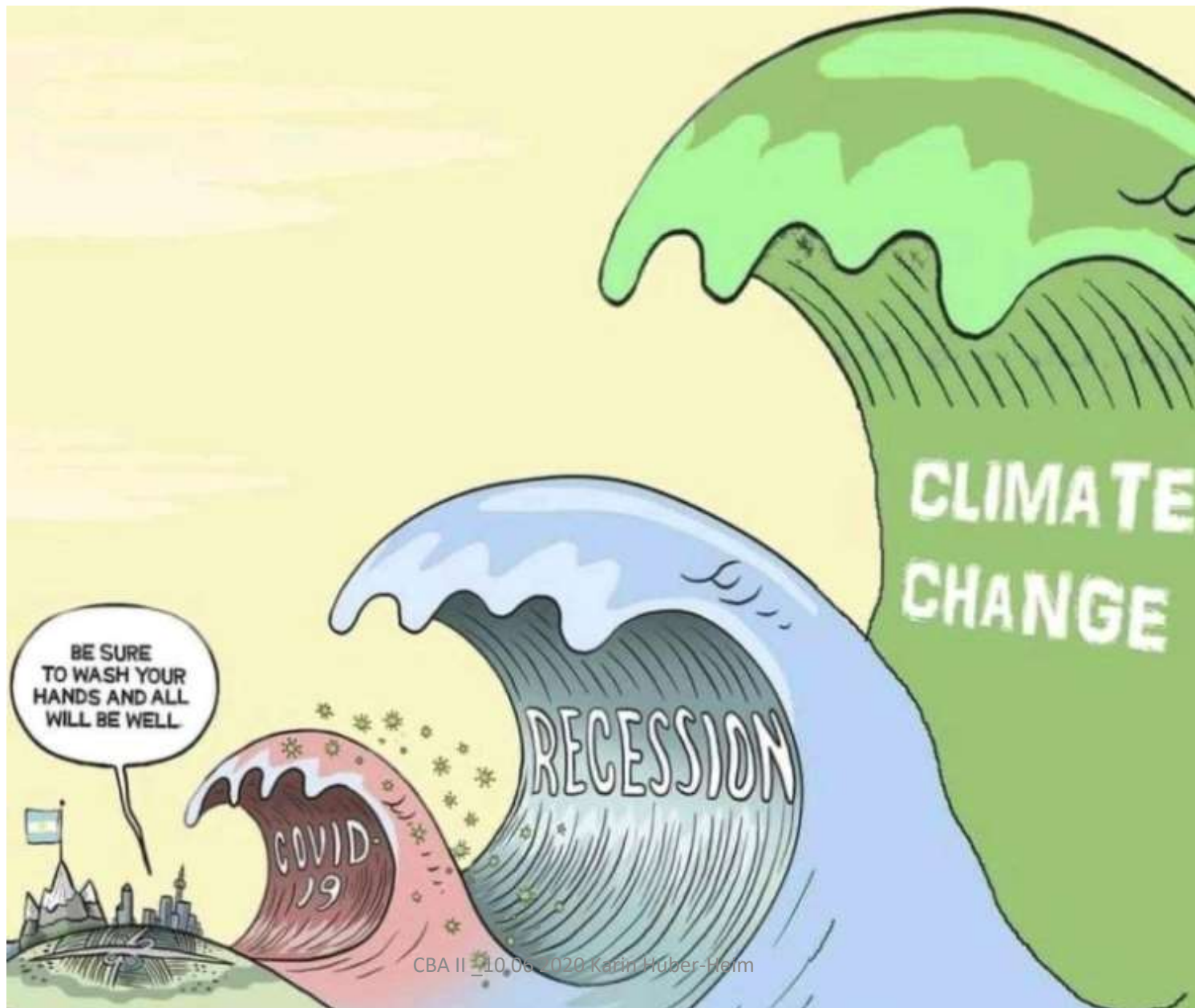
The world
Post-
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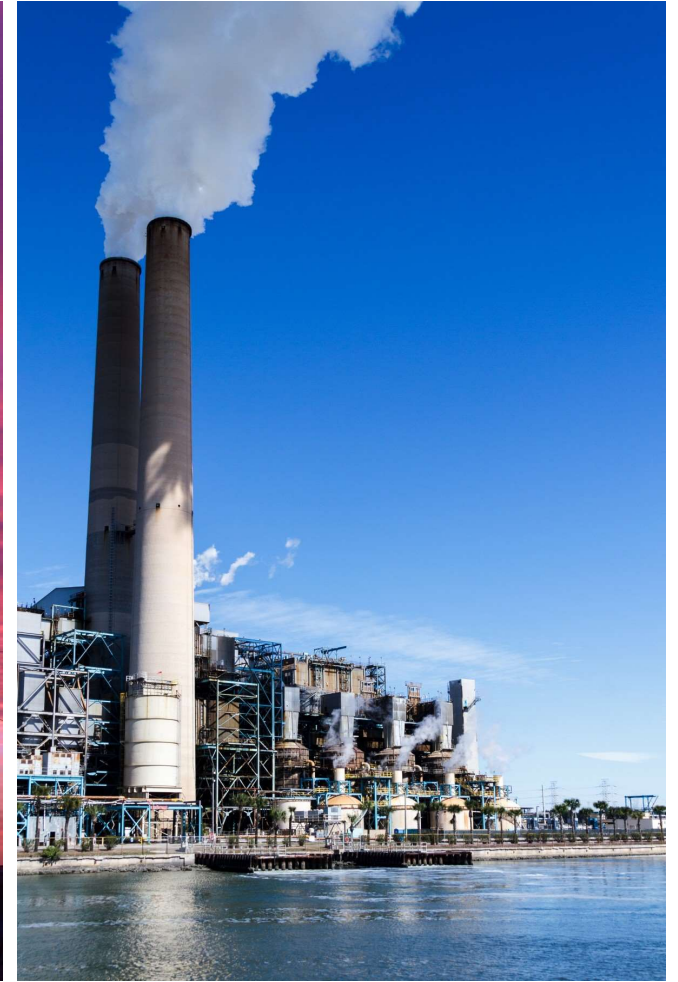
Getting back to normal ?

- **Post-Covid19**
A new growth that gives back more than it takes





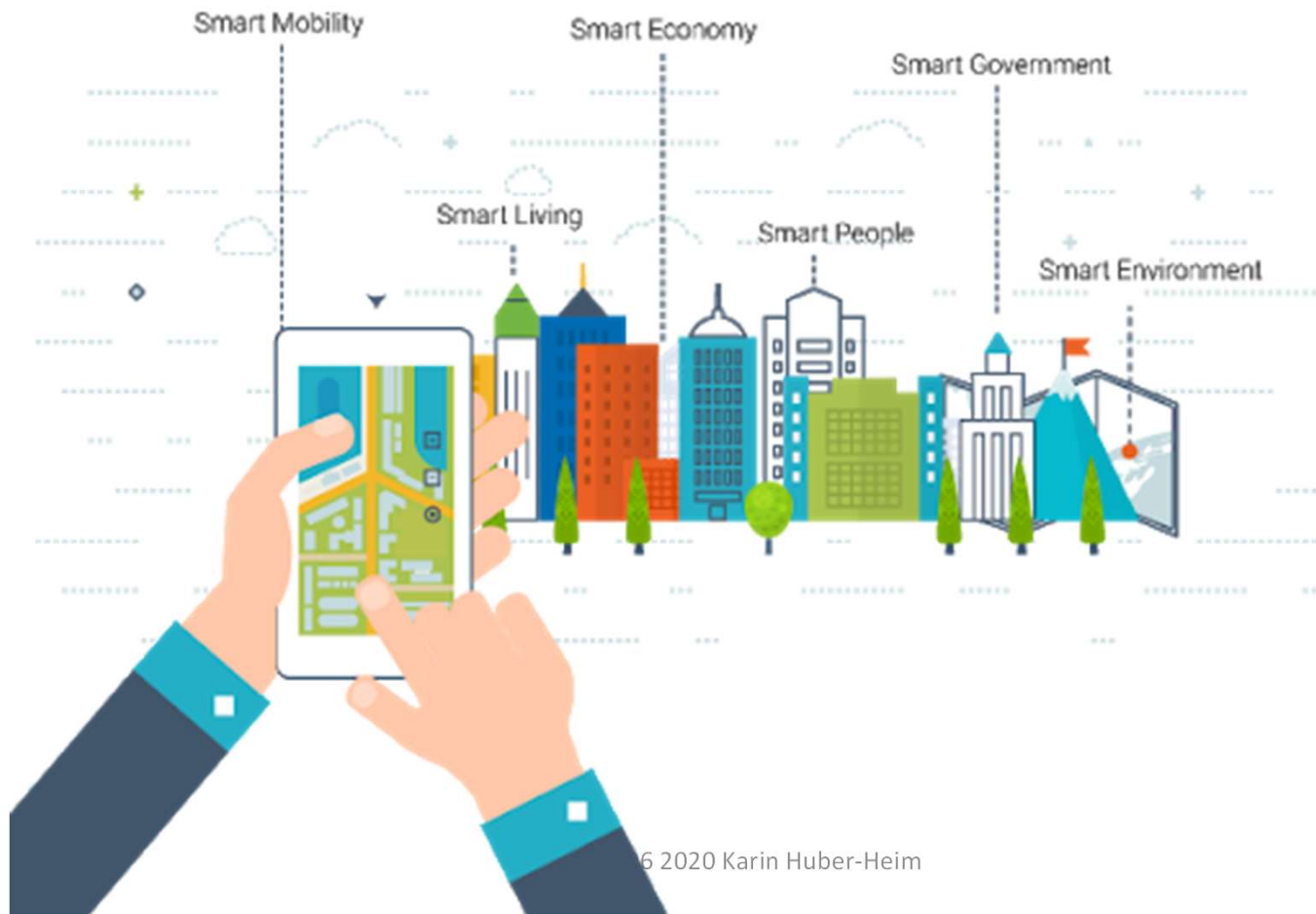
What do we need to bring with us – and what to leave behind?



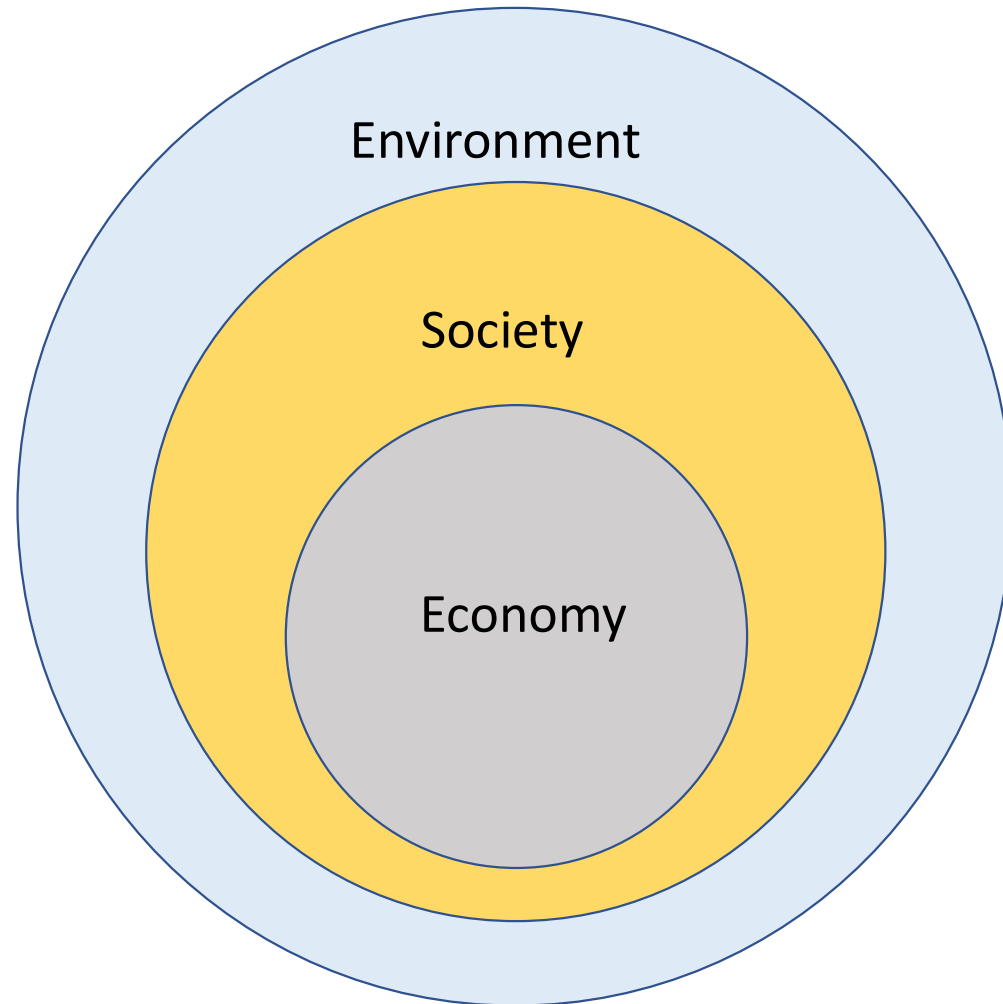
People & planet VS Economy?

CBA II _10 06 2020 Karin Huber-Heim

What does SMART today mean?



Ressources
need to be
handled
with care
and foresight



What ECONOMY originally means

Etymology of the word "Economy"

oîkos

οἶκος

Ancient Greek

Meaning: house,
clan, dwelling

némō

νέμω

Ancient Greek

Meaning:(to) manage



οικονομία

Greek (Oikonomía)
household management



Oeconomia

Latin
household management



Economy

1650s

Economy as "wealth and
resources of a country"



Economy (EN)

Economía (SP)

Economie (FR)

Ökonomie, Wirtschaft (GE)

экономика (RU)...

www.financial-translator.com

capital



Slovenian Corporate Governance Conference 2017 – Karin
Huber-Heim



capital

Wealth: in the form of money or assets, taken as a sign of the financial strength of an individual, organization, or nation, and assumed to be available for development or investment.

Accounting: Money invested in a business to generate income.

Economics: Factors of production that are used to create goods or services and are not themselves in the process.

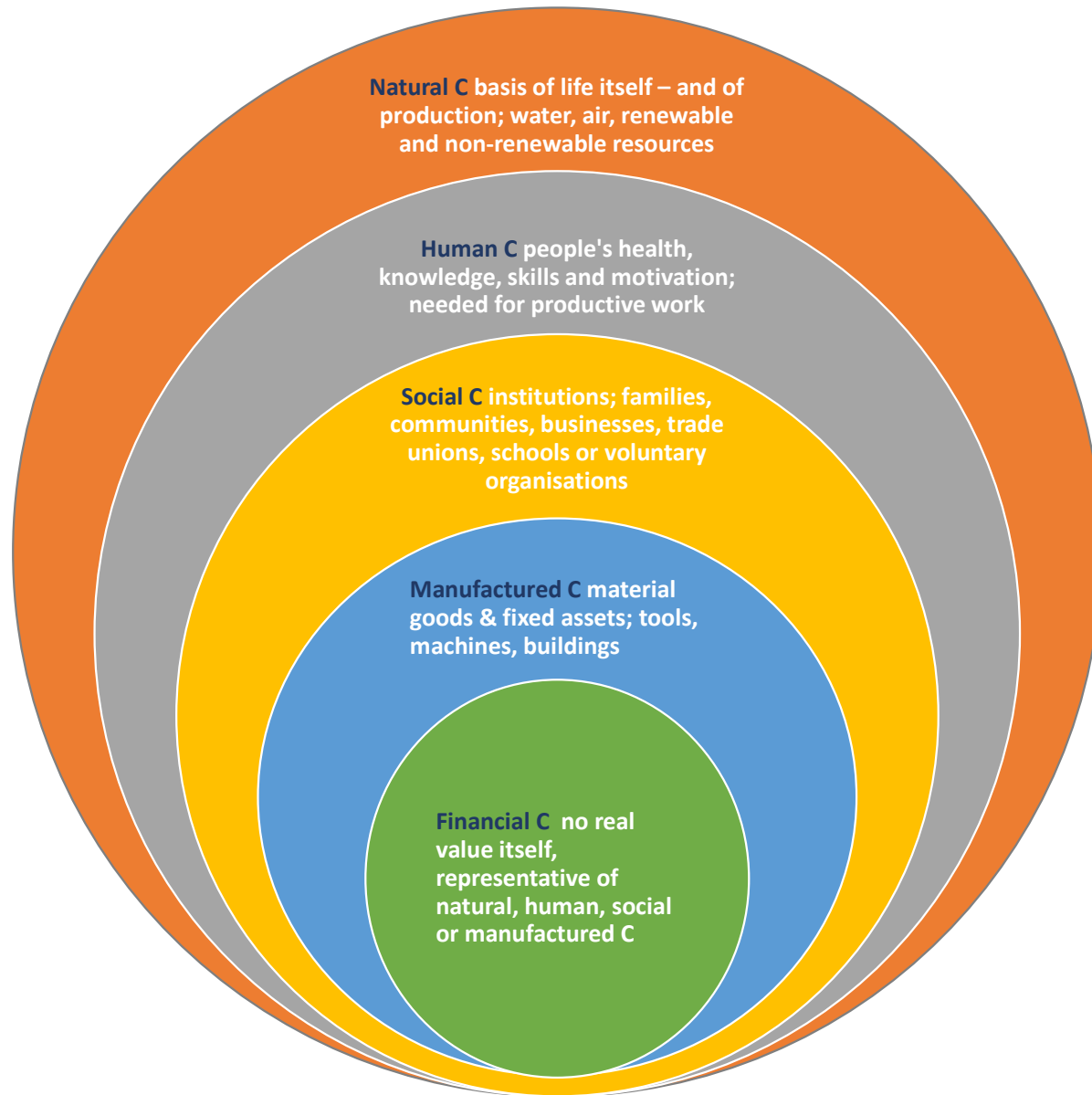
We are living off the capital

We need to radically change to living off the income without reducing the capital itself

We need to maintain and increase stocks of these capital assets

To achieve this we need businesses and individuals, to manage these capital assets sustainably and responsibly





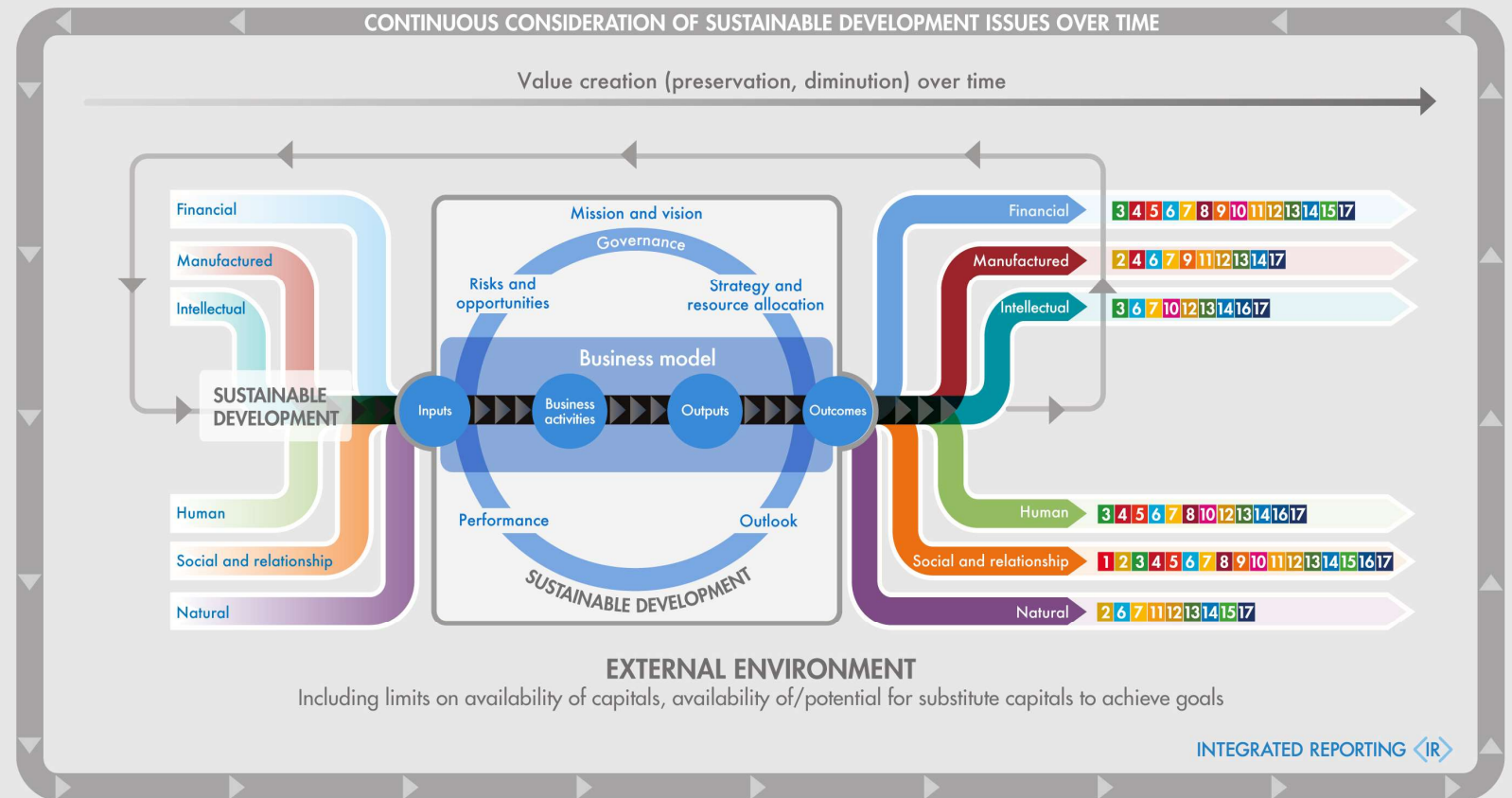
5 CAPITALS FRAMEWORK

Jonathon Porritt, 2005

forumforthefuture.org



Aligning the SDGs with the value creation process



Financial

Financial capital may be related to fourteen of the goals

Manufactured

Manufactured capital may be related to ten of the goals

Intellectual

Intellectual capital may be related to nine of the goals

Human

Human capital may be related to twelve of the goals

Social and relationship

Social and relationship capital may be related to all seventeen of the goals

Natural

Natural capital may be related to nine of the goals

SUSTAINABLE DEVELOPMENT GOALS



Natural Capitalism

Increase	Radically increase the productivity of natural resources
Shift	Shift to biologically inspired production models and materials
Move	Move to a “service-and-flow” business model
Reinvest	Reinvest in natural capital

The future we want

A source of inspiration for rethinking your business, for changing perspectives and for treating sustainability issues in more integrated way. Walk around in this globally agreed upon sustainable future 2030 and beyond to strategically discuss current boundaries and limits as well as the manifold opportunities for sustainable growth for all.



The future we want

Innovation potentials are already seen by many people and businesses around the world in a new way of sustainable living and in products, in pro-cesses, in technological and digital developments, in organisation and structure, as well as in marketing and in social innovation



Turning vision into action

Visioning the future

Strategic dialogues

Looking beyond short time
planning horizons



Be the game changer

What will the future look like?

Where are we going?

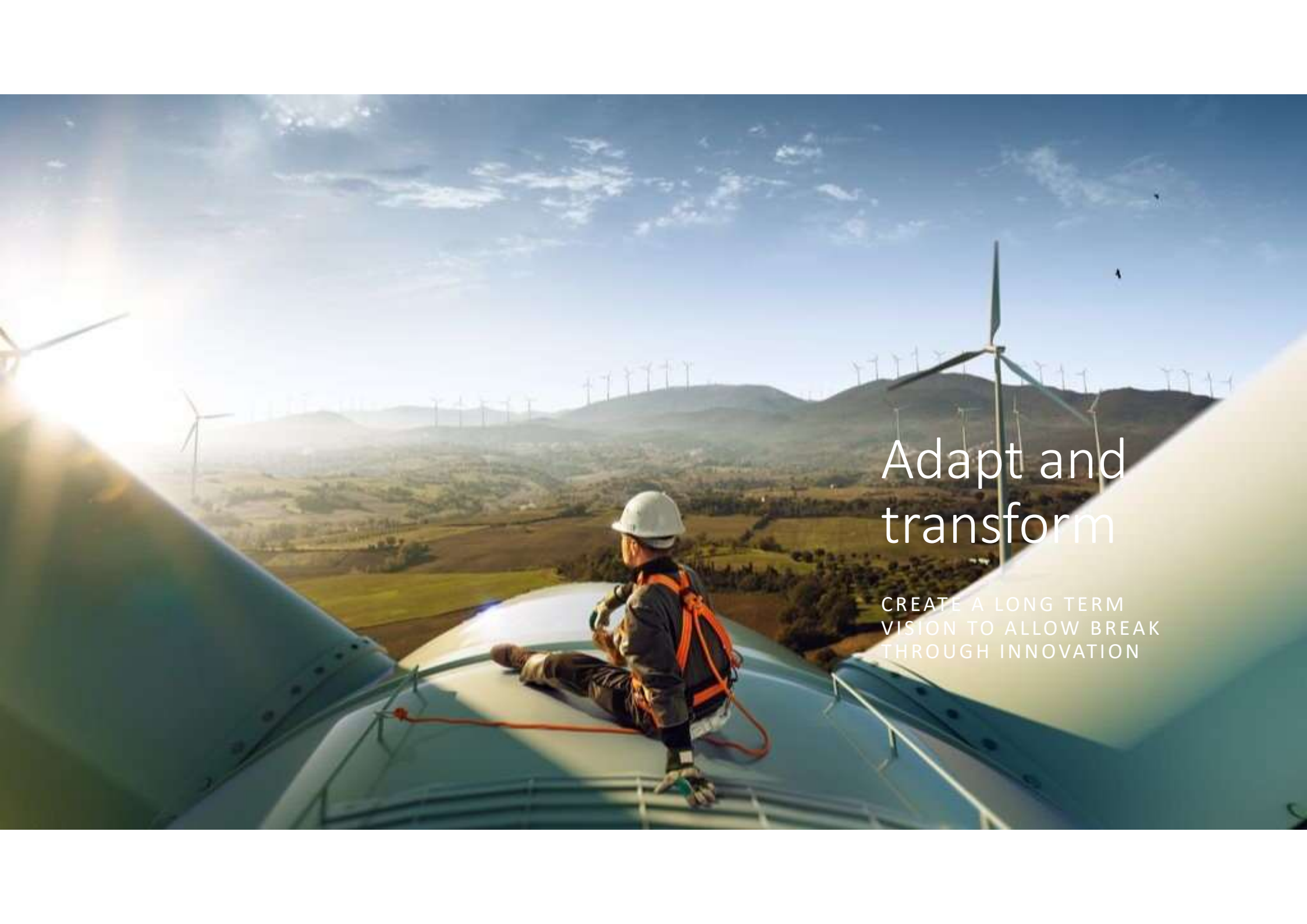
WHY are we here?

What purpose do we serve?



Plan for different scenarios



A full-page photograph showing a worker in a white hard hat and orange safety harness sitting on the edge of a wind turbine nacelle. The worker is looking out over a vast landscape filled with hundreds of wind turbines stretching across rolling hills under a bright, hazy sky. The sun is low on the left, creating a strong lens flare. The nacelle's structure is visible in the foreground, framing the view.

Adapt and transform

CREATE A LONG TERM
VISION TO ALLOW BREAK
THROUGH INNOVATION



Creativity & Culture

Let's start co-creating a good future for all NOW



Thank you for your attention

karin.huber-heim@fh-vie.ac.at