

idenk

**Idenk ideas to inform  
responding to the challenge of climate**



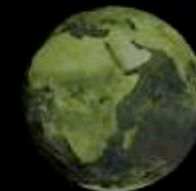
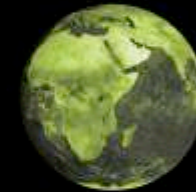
## As a senior business leader...

...are you uncertain of what to make of all the fuss about climate change?

...do you have the eco-literacy to navigate the daily barrage of climate change media headlines?

...have you worked out your response to the challenges around environmental issues?

To think through these questions and work out your best possible course of action, join idenk and high profile academic and environmental thought leader Stephen Peake for an engaging and valuable look at the future of business in the world of the 'Climate Circus'.



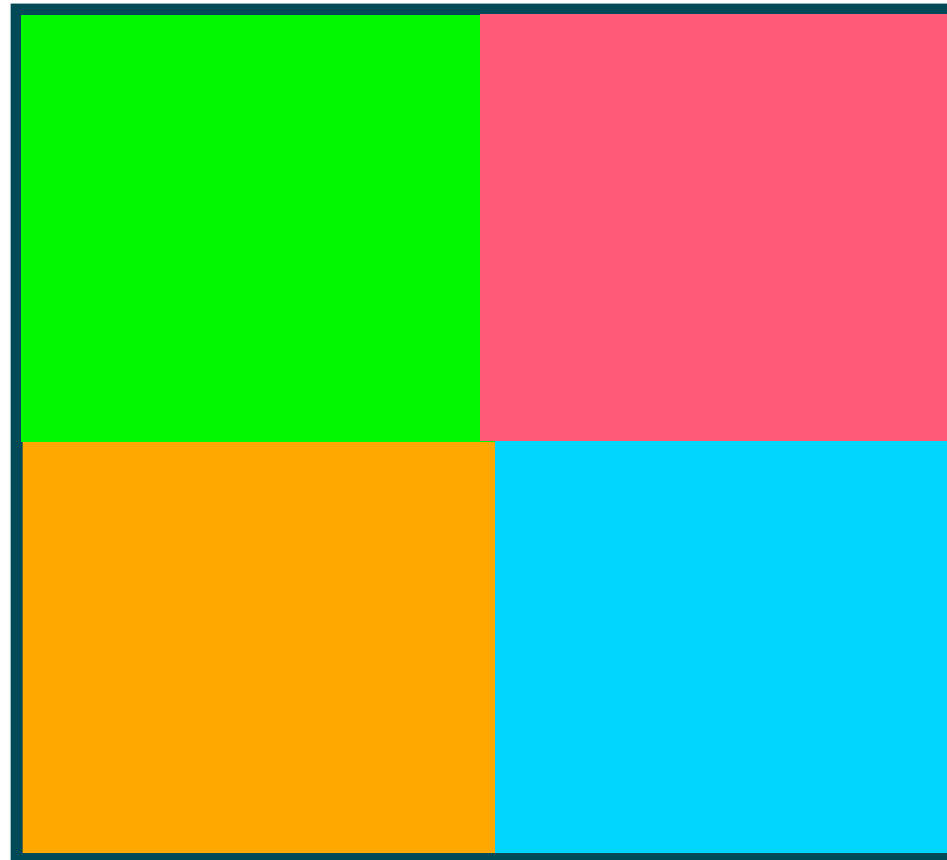
## Climate: What is your position?

*Not doing  
that much (yet)*

*Active  
in 'doing something'*

Know the  
science

Novice  
about the  
science



## The idenk view

- True science: curious falsification
- Acknowledge uncertainties
- Explore and use tension between different SoT

# Schools of Thought: what are the implications of each - and the robust response to all?

- **Litanists**
  - ◆ Eco-evangelists
  - ◆ Othodoxists
- **Progressive optimists**
  - ◆ Eg bet on economic growth and technological innovation (A1T)
  - ◆ Re-interpret history
- **Sceptics**
  - ◆ Not happening
  - ◆ It will happen, but doesn't matter
  - ◆ We are doomed
- **Am I bovvered**

## 8 Ideas for Business...

- **Economics:** It's not that hard
- **Wedges:** Break it down to 'bite sized' chunks
- **Response levels:** Degree of commitment and action
- **Green marketing:** Practice what is preached
- **Carbon rationing:** Voluntary, regulated, radical?
- **Strategic concepts:** Big ideas at the cutting edge
- **Environmental management:** Nuts and bolts of Governance and regulation
- **Climate leadership:** Activity, partnership with business
  
- **Cases:** private, public, third sector?

What if Government bets on the 'New Orthodoxy'?

We will show you what new products and skills will be useful.

What if the public and customers align with the 'Science Sceptics' or their cousins the 'Techno Optimists'?

We will outline the new business models and behaviours you will be need.

And how do you respond to the fervent assault of those preaching the 'Green Litany'?

We can help you position your business to capitalise on the passion linked to this issue.

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