



Decoupling for Business: What and How

*Master Class facilitated by Cornis van der Lugt, Stellenbosch University Business School and Claude Fussler, CO2 Forum
Room Sertig, 16h00 – 18h50, Monday 12 October 2015*

This interactive workshop will take participants through the *Resource Revolution Trainer*, a decoupling guide for business being developed for the World Resources Forum (WRF).

The guide introduces and translates the scientific research of the International Resource Panel (IRP) – notably its Decoupling Reports - into a language that speaks to the business community, interpreting its findings for suggested follow-up actions at enterprise level.

The Master Class targets business managers and research experts focused on business performance. It will provide participants with a suggested response strategy for any business that desires to take on the resource productivity revolution, including goals such as zero waste. Case examples and questions for interactive discussion will be presented.

The workshop will be structured around six components:

- 1) The global resource challenge
- 2) Decoupling as response strategy (incl at enterprise level)
- 3 – 5) Principles, building blocks and organizational requirements to become a Resource Revolution Enterprise
- 6) Time and scale

The main sources of content are the IRP Decoupling I (2011) and Decoupling II (2014) reports, as well as the book *Resource Revolution* (Amazon 2014) by Stefan Heck of Stanford University and Matt Rogers of McKinsey & Company. The IRP content provides the public science input, while content from McKinsey and other select business publications are employed to turn the implications of the scientific research into an action plan for any business.

Between them Master Class facilitators Van der Lugt and Fussler bring a wealth of international experience in business and sustainability, including work with diverse industry sectors and organizations such as the UN Global Compact and World Business Council for Sustainable Development (WBCSD). In the 2000s they collaborated in the writing of the book *Raising the Bar: Creating Value with the UN Global Compact* (Greenleaf 2004).