



## Inspired by Nature

Royal Botanic Gardens, Kew

25 May 2010



## The Real 10

Imagine creating a 1-to-10 sustainability scale for your business or industry where 1 is the lowest level of performance that is still legal and 10 is the best you think can be achieved. Let's call the high end of this scale the "present 10" or "P10". If you and all of the businesses in your industry sector managed to achieve P10, what would that look like? Would P10 result in the healthy and vibrant world that we need for humanity to thrive in the future?

It seems that most sustainability programs – even if successful -- are not designed to provide the radical transformation required to meet the challenges the business faces. Hence, the program becomes a side-issue where it ought to be core to the business strategy and operations if your business is to survive and thrive in these transformational times.

Imagine instead extending your scale beyond P10 to a "real 10" or R10. The real 10 is a world based on the longest R&D programme in history, running on sunlight with zero waste, where every process adds value, where businesses fit into their communities and ecosystems with networks of mutually beneficial relationships. The real 10 is business shaped by nature.



Your R10 can be an emotionally and financially clear goal that drives and supports your business, providing both productivity and resilience. Your R10 can align your employees, your shareholders, your suppliers and your customers behind a creative, innovative, and compelling vision for a resilient and vibrant world.

What might R10 look like for your business, for your industry? It takes radical thinking, radical ideas, and new tools to imagine and implement R10. BCI-Kew will work with you to envision and create your own R10.



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## BCI: Biomimicry for Creative Innovation

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