

Contents

Foreword by Kevin Roberts	10
Preface	14

Part one	20
One Why Sustainable Enterprise?	22
Two Putumayo	36
Three Stonyfield Farm	48
Four The Body Shop	60
Five The Eden Project	78
Six Forum for the Future	90
Seven Snowy Peak	101
Eight Comvita	111
Nine Patagonia	122
Ten Dilmah Tea	134

Part two	150
Eleven Sustainable Enterprise	152
Twelve People	160
Thirteen Potential	167
Fourteen Philosophy	178
Fifteen Practices	189
Sixteen Positivity	221
Seventeen Performance	247
Eighteen Just do something!	258
Endnotes	270

List of figures	
Fig. 1 Sustainable Enterprisers	153
Fig. 2 Sustainable Enterprise dynamics	154
Fig. 3 Sustainable Peak Performance theory	158
Fig. 4 People	160
Fig. 5 Leadership perspectives	165
Fig. 6 Potential	167
Fig. 7 Unsustainability issues	171
Fig. 8 Activism	173
Fig. 9 Philosophy	179
Fig. 10 Saatchi & Saatchi S sustainability philosophy	183
Fig. 11 Saatchi & Saatchi S Purpose statement	187
Fig. 12 Practices	189
Fig. 13 Value creation model	195
Fig. 14 Sustainable Enterprise practices	197
Fig. 15 Positivity	221
Fig. 16 Happiness: choice	228
Fig. 17 Happiness: activities	232
Fig. 18 Performance	247