

**Minimising impacts can be good business**

**Preventing impacts can be great business!**

**systems  
doing**

**sustainability systems thinking in practice**

## **Imagine a world without waste**

If you believe that it's possible to do business and meet people's needs without making mountains of waste then you are already part of the next industrial revolution that will see a wasteful world transformed into a world without waste.

The key is to manage waste before it is created. This is called precycling. In one way or another, products of every kind can be precycled. Everyone can precycle.

Businesses planning greater efficiency without waste can now implement a precycling system for products, materials, chemicals, equipment and infrastructure.

## **Why minimise problems when you can eliminate them?**

Now that environmental and social sustainability has become widely accepted it is no longer enough to talk about minimising impacts and problems from your activities. The successful company of tomorrow is already planning its role in a sustainable world.

The key is a strategy of solving problems at their source, which is simpler than managing end-of-pipe impacts. This leads to a vision of the future which is attractive enough for everyone to take part.

New training systems allow advanced thinking to quickly be used by large numbers of people.

## **Your ideas can shape tomorrow's business!**

Environmental Management Systems (EMS) are widely used for managing end-of-pipe impacts and taking gradual steps away from unsustainable practices. These should continue.

You can add power and direction to this process by involving more people and their ideas for sustainable products and sustainable business.

A Sustainability Innovation System involves more people and more innovation but has less complexity and less paperwork than an EMS!

For more information please contact:  
James Greyson, Head of Research  
SD Innovation  
Unit E, 34 Lents Way  
Cambridge CB4 1UA  
England  
Telephone +44-1223-423 333  
Fax +44-12-560 665  
Email [innovation@systemsdoing.net](mailto:innovation@systemsdoing.net)  
Web [www.systemsdoing.net](http://www.systemsdoing.net)