

Consulting in the field of sustainability....

What do clients want...are consultants giving it to them?

- **Whose responsibility is it to drive for a sustainable outcome?**
 - **What sort of skills and expertise are needed?**
 - Is 'sustainability' a specialist area?
 - **Who do we have to work with?**
 - Dealing with wider project teams.
- **Should consultants consider sustainability as part of what they do, or as an 'added extra'?**
 - **Is thinking outside the square really practical?**
 - **Do we practice what we preach?**

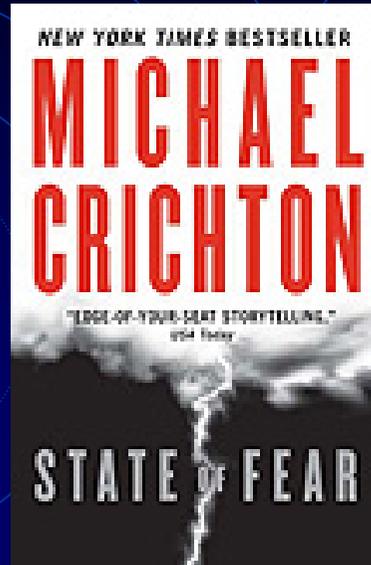
The first Challenge is understanding what the client means by “sustainable...”

Sustainable management means

...“managing the use, development and protection of natural and physical resources in a way, or at a rate, which enables people and communities to provide for their social, economic and cultural wellbeing and for their health and safety while -

1. Sustaining the potential of natural and physical resources (excluding minerals) to meet the reasonably foreseeable needs of future generations; and
2. Safeguarding the life-supporting capacity of air, water, soil and ecosystems; and
3. Avoiding, remedying or mitigating any adverse effects of activities on the environment. “

...or does it ?



Crichton points out that
'sustainable development' has become the
religion of the Western elite...

How Are Client Needs In this Sort Of “Religious Engagement” Different From Any Other ?

Sustainable	Orthodox
• Consensus	• Top down decision-making
• Leaps of faith – climate change	• Fact-based
• Systemic approach - ecosystem	• Linear & mathematical analysis
• Social, environmental science	• Engineering & Science
• Business judgement	• Engineering judgement
• Business case (benefit) justification	• Risked-based justification
• Design as a journey-with errors	• Design as a deliverable-zero defects
• Triple bottom line	• NPV
• Customer ownership	• Outsourced
• Root cause	• Specification
• Long term	• Short term

The background features a dark blue gradient with several overlapping circles and lines in a lighter blue color. The circles are arranged in a way that they appear to be part of a larger geometric pattern, possibly related to the golden ratio or Fibonacci sequence. The lines are thin and intersect at various points, creating a complex, abstract design.

Discussion