



*Bending the arc of
[your] Possible*

B. Lorraine Smith / www.blorrainesmith.com

Thrutopia Masterclass

June 12, 2022 / virtual



What does 2030 look like?

*It looks like we bent the arc of **[your]** Possible*

My purpose:
to support the transition
towards a regenerative economy

www.blorrainesmith.com



My purpose:

support the transition

towards a **regenerative economy**

= *Industrial Healing*

What is “industrial healing”?

**It's what happens when the
economy works in service of life.**



Where has the possible bent?

Hint: look everywhere, every day

thread

industry

trees

running

thread

industry

trees

running





QU ABR/90





What's *possible*?





Hold that thought

thread

industry

trees

running

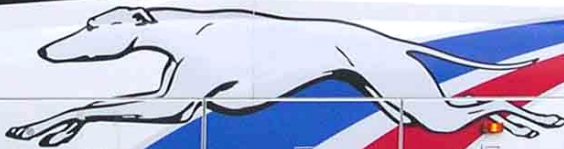




What's *possible*?



1228

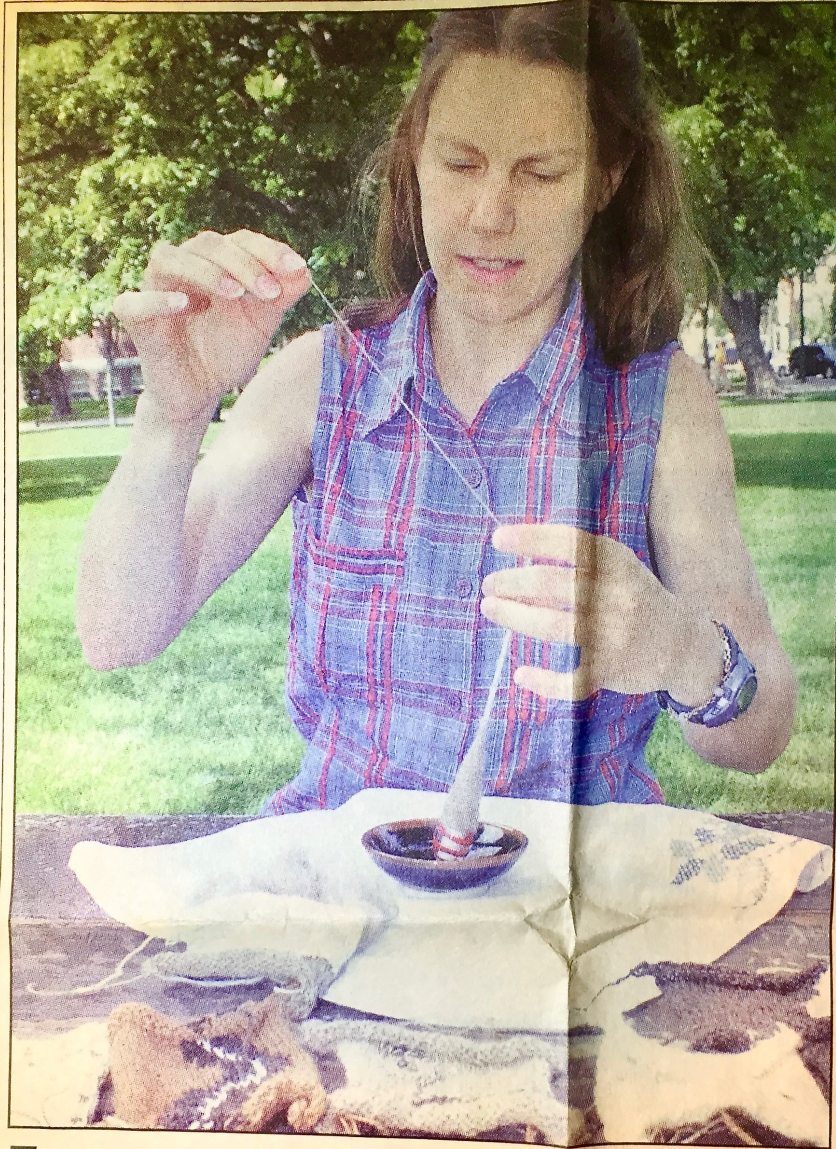


GREYHOUND

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CALGARY, AL.
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ENJOYING A 'SPINNING MECCA'

Lorraine Smith of Toronto is hand-spinning across Canada. Over the last week, Saskatonians have seen Smith on the riverbank spinning different yarns and knitting swatches which she will eventually compile into a blanket, depicting scenes or buildings she has seen in each city. Smith planned to stay just two days in Saskatoon, but has remained for a week after discovering that Saskatoon is a "spinning mecca," she said. Local spinners have given Smith local fibres, including alpaca, angora and sheep's wool. She plans to visit a dozen communities from Toronto to Vancouver Island. (SP Photo by Gabriel Hennings)



T O

V O

I C







thread

industry

trees

running





Bois-des-Filion

Varennes

40

60

Sainte-Thérèse

Boisbriand

15

Laval

40

70

Boucherville

30

Sainte-Julie

20

20

Sainte-Madeleine

116

Island of Montreal

Montreal

Longueuil

Saint-Bruno-de-Montarville

Saint-Jean-Baptiste

Dollard-des-Ormeaux

Côte Saint-Luc

40

Pointe-Claire

YUL

Brossard

30

Chambly

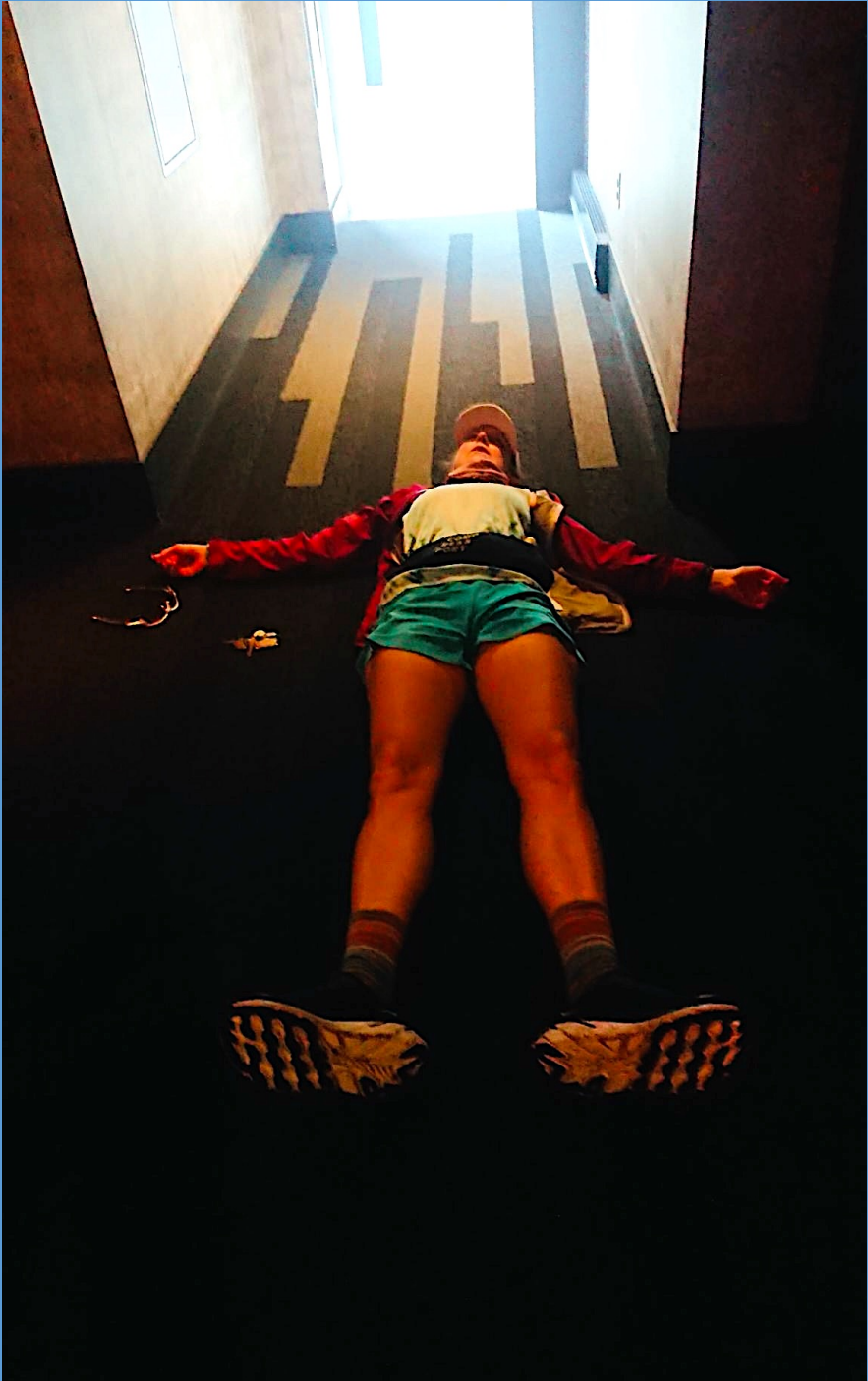
Field

20

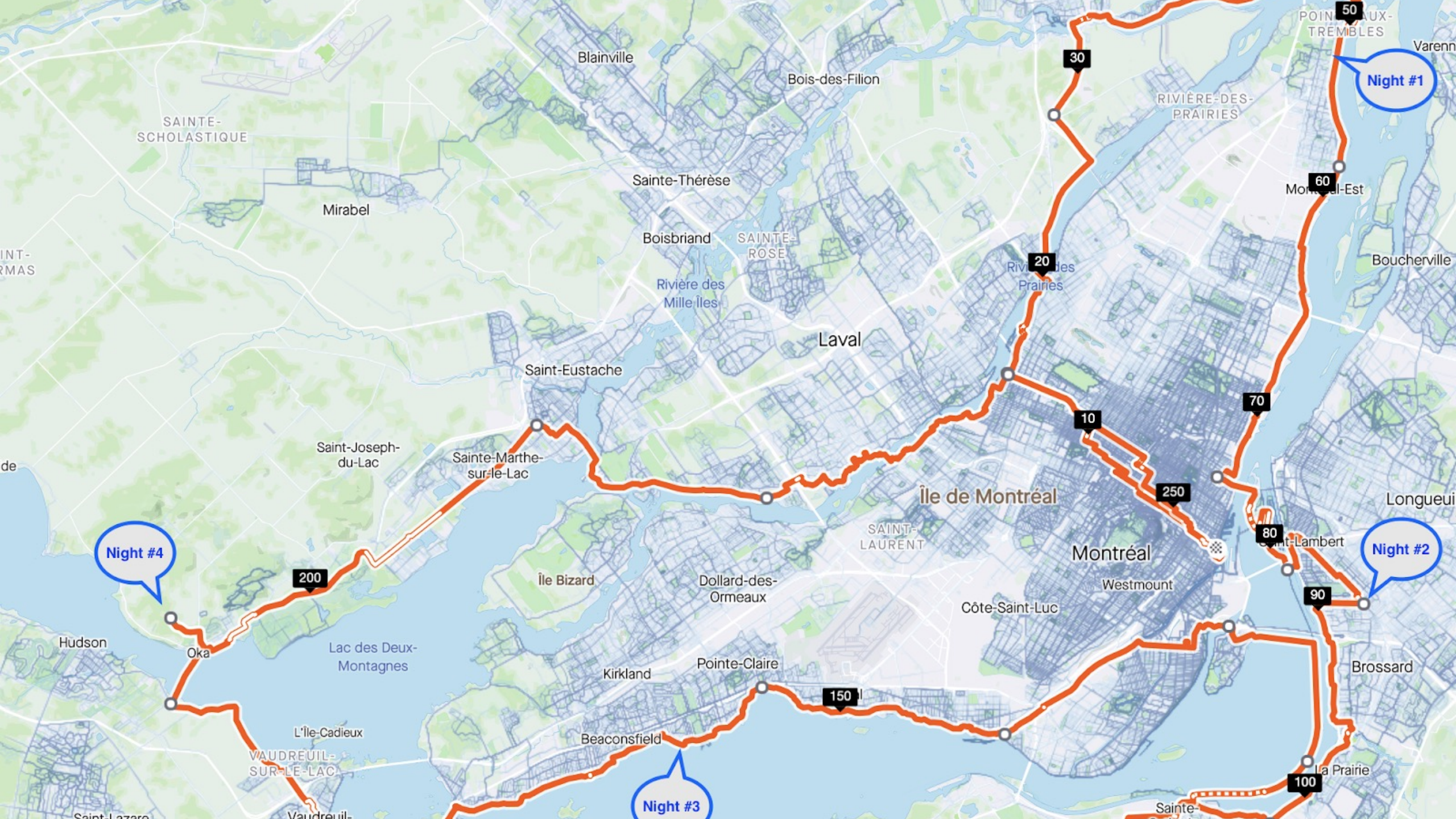
30

Prairie

Lake Saint-Louis







Night #1

Night #2

Night #3

Night #4

Blainville

Bois-des-Filion

Sainte-Thérèse

Boisbriand

Rivière des Mille Îles

Laval

Saint-Eustache

Mirabel

Saint-Joseph-du-Lac

Sainte-Marthe-sur-le-Lac

Île Bizard

Dollard-des-Ormeaux

Pointe-Claire

Kirkland

Beaconsfield

L'Île-Cadieux

Vaudreuil-sur-le-Lac

Hudson

Oka

Lac des Deux-Montagnes

Île de Montréal

SAINT-LAURENT

Montréal

Westmount

Côte-Saint-Luc

Saint-Lambert

Brossard

La Prairie

Sainte-Anne

Montreal-Est

Boucherville

Longueuil

Varenes

POINTE-AUX-TREMBLES

RIVIÈRE-DES-PRAIRIES

SAINTE-SCHOLASTIQUE

SAINT-ROSE

SAINT-ROSE

Saint-Lazare

Vaudreuil

thread

industry

trees

running





PaperSmith was founded
on the belief that a business can be successful
AND be environmentally responsible AND
contribute a useful product to the marketplace.
All PaperSmith products are made in Canada
from 100% recycled or reclaimed material.
Creative solutions, practical ideas, and positive
energy are what PaperSmith is all about.





What's *possible*?



THE

VOI

CES

Trees, thread, running, **industry**

Industrial Healing

^ = ~~“Sustainability”~~



NOVELIS Sustainability Report 2012



A Whole Life Cycle Approach



Sustainable Growth at Citi

Progress and Impacts of Citi's \$100 Billion Environmental Finance Goal



2018 Business & Sustainability Report

BREAKTHROUGH BUSINESS MODELS: EXPONENTIALLY MORE SOCIAL, LEAN, INTEGRATED AND CIRCULAR

A paper from Milans commissioned by the Business and Sustainable Development Commission

September 2018

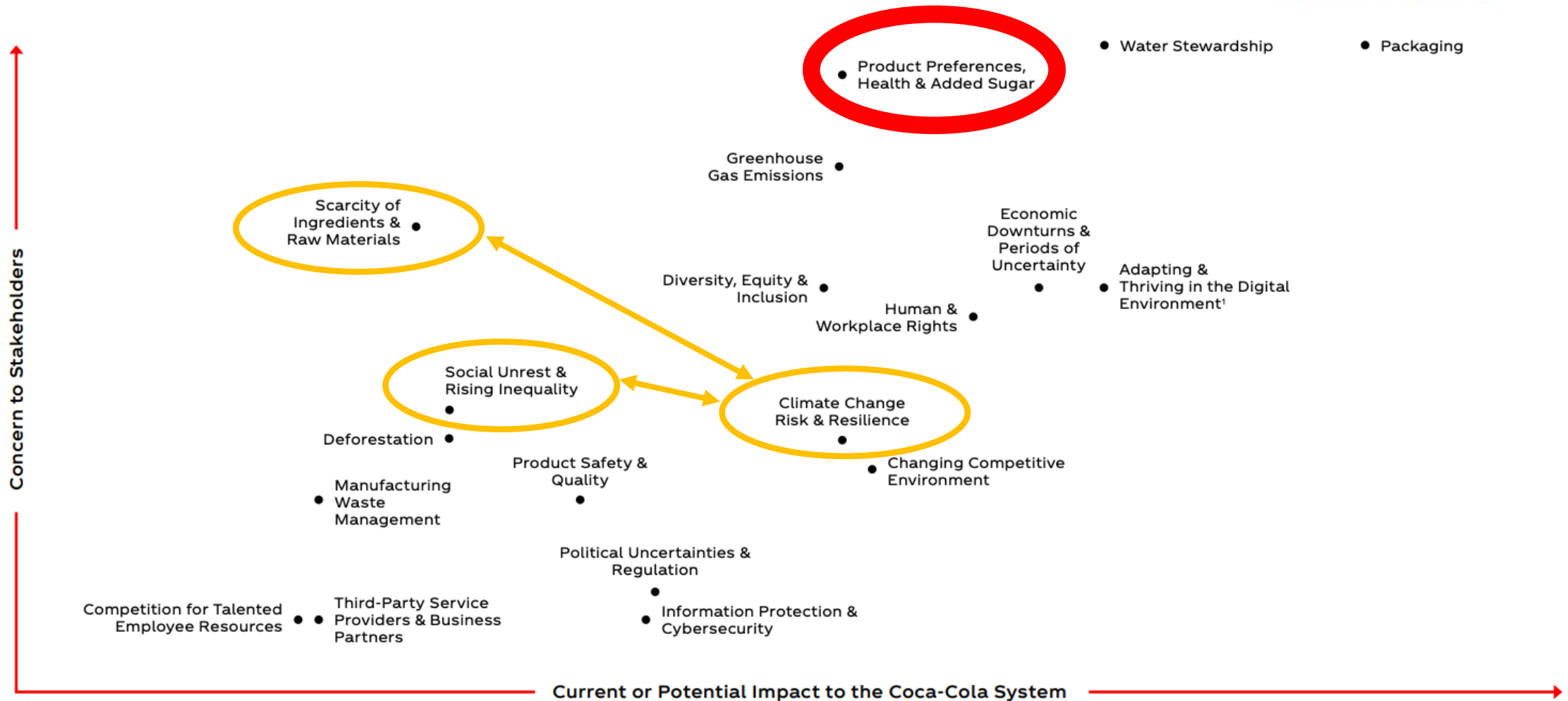


INTEGRATED REPORTING <IR>

TCFD | TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES



Our Priority ESG Issues





coca cola share price

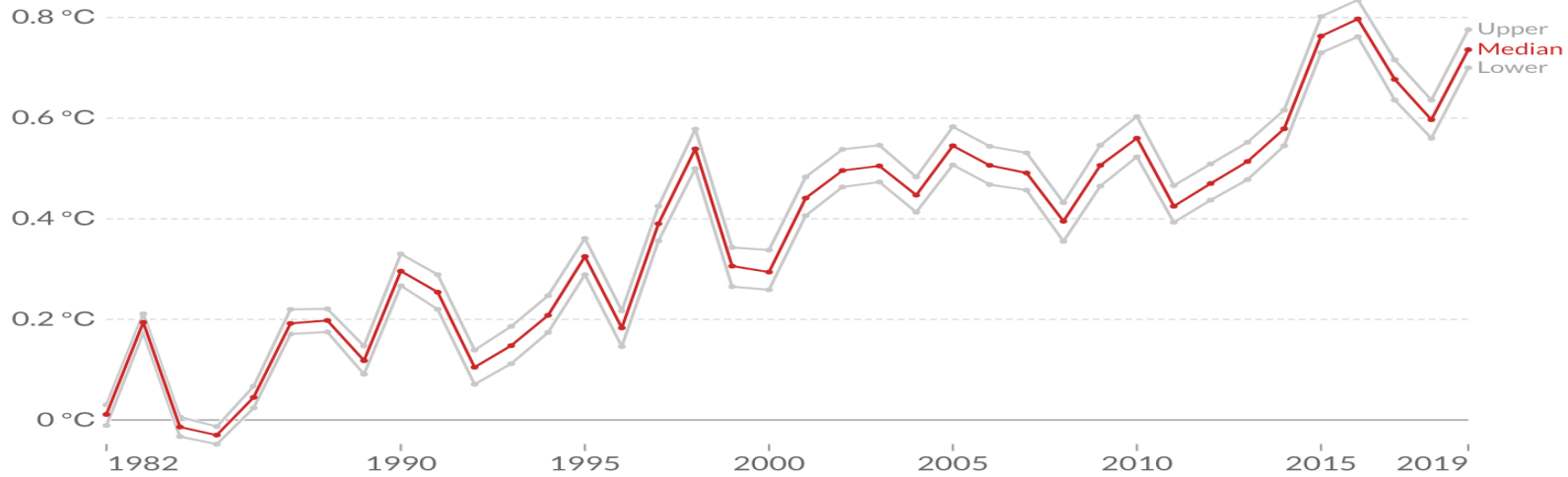


Average temperature anomaly, Global

Global average land-sea temperature anomaly relative to the 1961-1990 average temperature.

Our World in Data

Change region



25 Years Ago I Coined the Phrase “Triple Bottom Line.” Here’s Why It’s Time to Rethink It.

by [John Elkington](#)

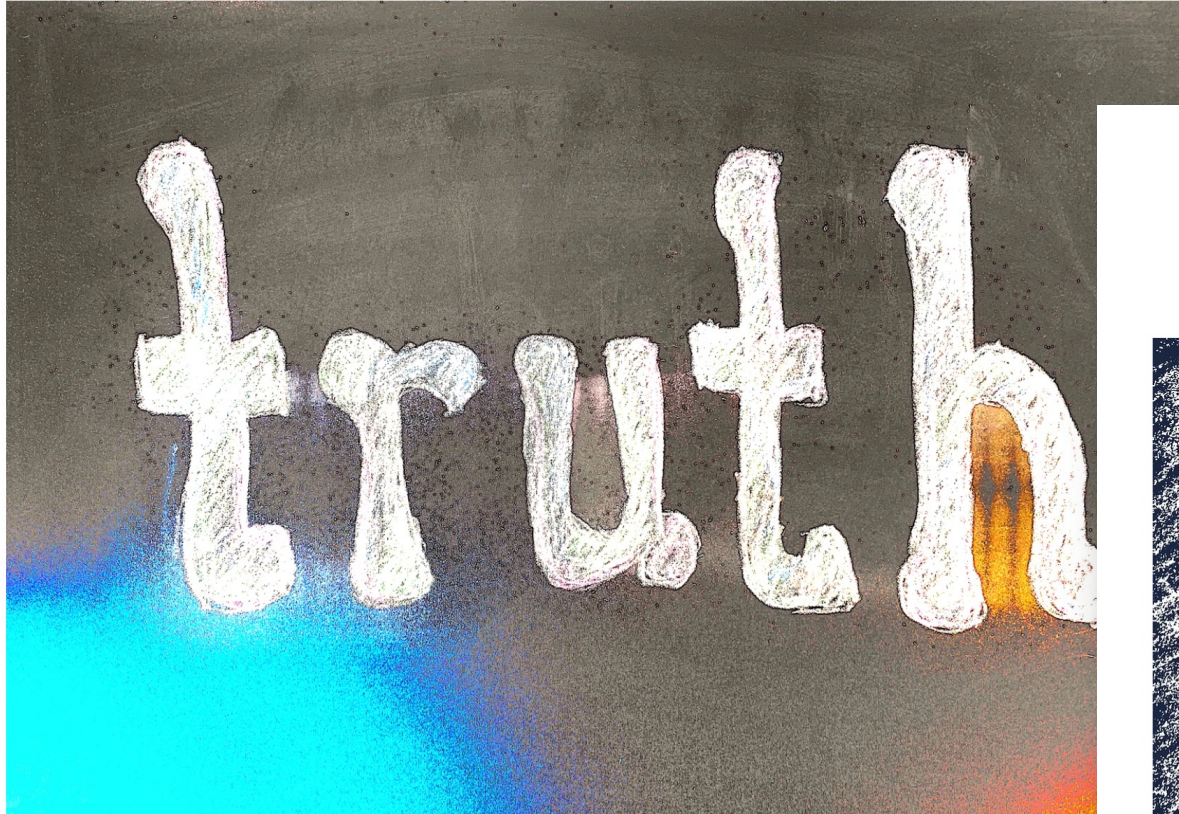
JUNE 25, 2018

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B. Lorraine Smith · Jul 8, 2019

ESG Data is Like Less Wife Beating



B. Lorraine Smith · Mar 20

A Letter to BlackRock CEO Larry Fink

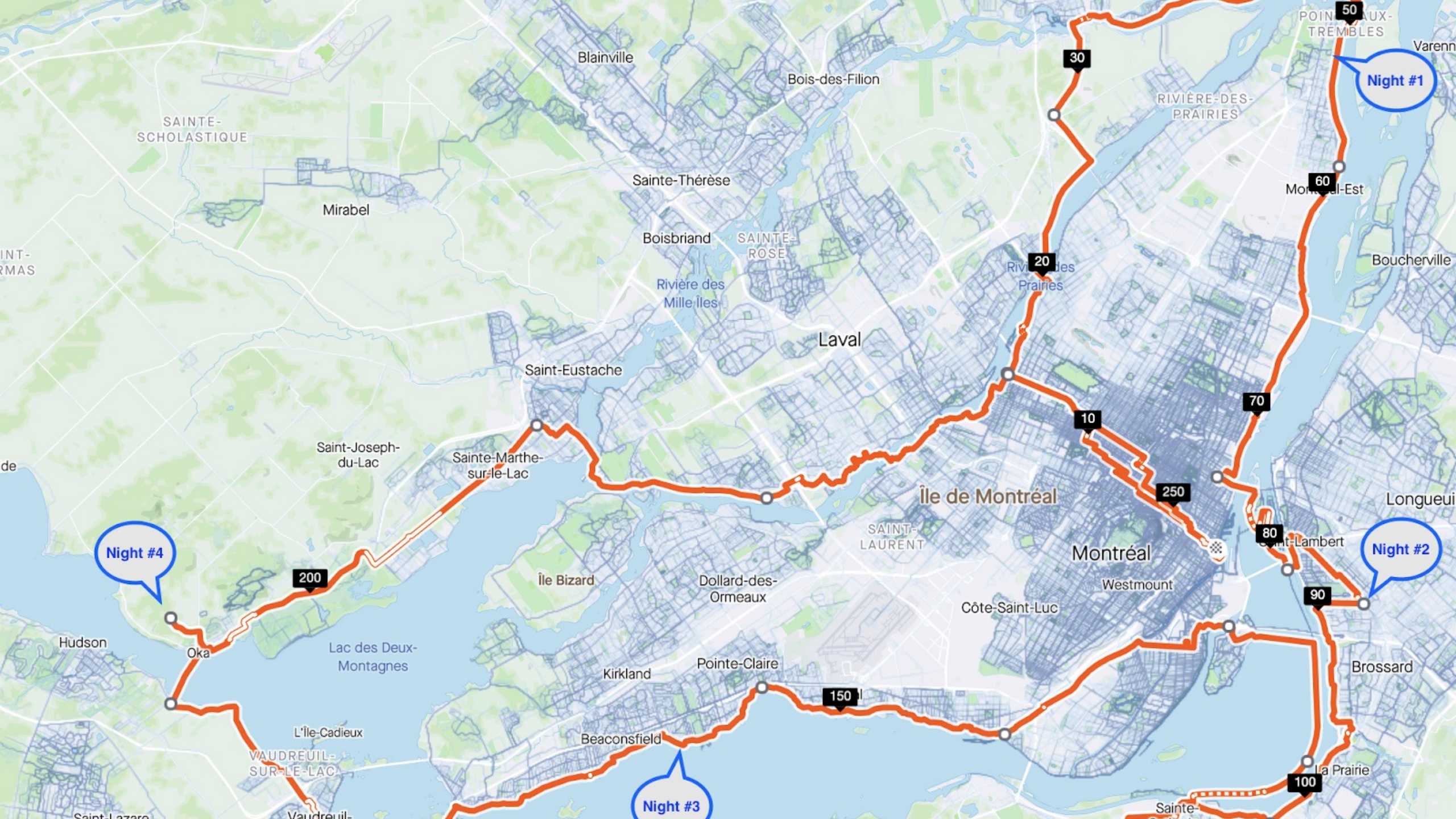


Time to get serious about the future we want.

That prompts two questions:

1) What's the future we want?

2) Is this company contributing to it?



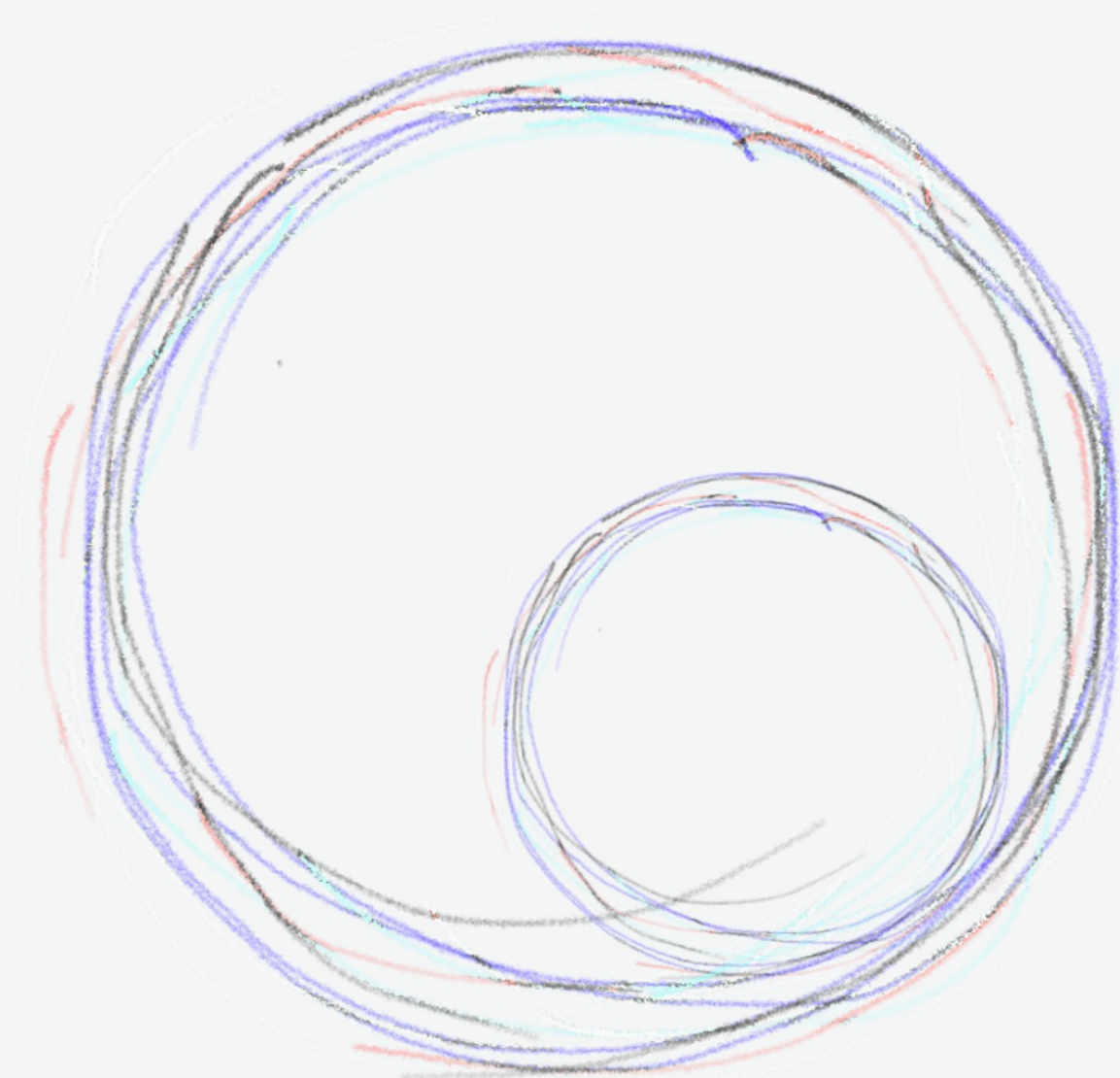


B. Lorraine Smith

Mar 31 · 7 min read ★ · [Listen](#)



When Materiality Meets Reality



open source

business model- focused

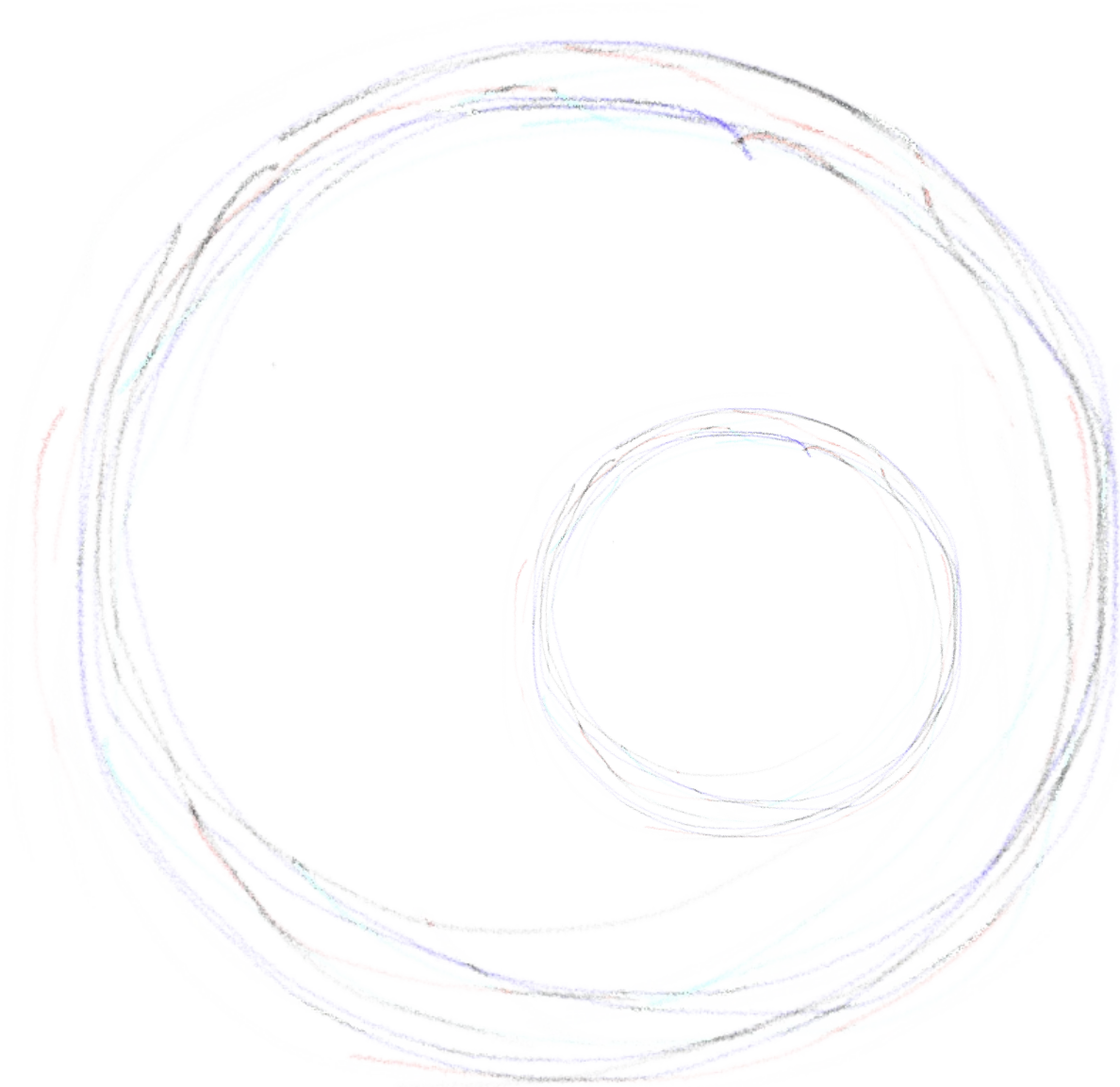
Future of work
 Critical Incident Risk Management
Materials Sourcing & Efficiency
Competitive Behaviour
 Product Quality & Safety
Affordability
Poverty alleviation
Taxation
Circular Economy
 Labour Practices
Conflict minerals
Air Quality
 Product recalls
 Supply Chain Management
Digital transformation/digitalization
 Water & Wastewater Management
Innovation & technology
 Investment in health systems

Transparency
Deforestation
 Energy Management
Governance
 Ecoefficiency
 Ecological Impacts
 Lobbying
Soil health
Infectious diseases
Responsible R&D
Forest management
Dam safety
 Business Model Resilience
 Integration of sustainability/ESG
Obesity
 Genetic modification / use of GMOs
 Human Rights & Community Relations
Customer Welfare

Pharmaceuticals in the environment
New consumption patters
 Disease prevention & treatment
Access to medicine
Economic impacts
 Business Ethics
 Social development
 Local communities
 Employee Engagement, Diversity & Inclusion
Corruption
 Packaging waste
Human capital
 Management of the Legal and Regulatory Environment

Consumer behaviour change
Animal welfare
People
Equity
Chemicals of concern
Access to nutrition
 Employee Health & Safety
 Access & Affordability
 Systemic Risk Management
 Sustainable agriculture
 Waste & Hazardous Materials Management
 Financial management
 Data Security
 Selling Practices & Product Labeling

What's the future we want?



Thriving, biodiverse **ecosystems that are:**

- respected and understood as essential to human thriving
- free from pollution and over-exploitation

Thriving, diverse **human societies, with universal access to:**

- nutritious food
- safe, comfortable shelter
- clean energy
- clean water
- learning and development opportunities
- the means to lead meaningful, purposeful lives

Is this company contributing?

MINIMUM VIABLE PRODUCT



MATEREALITY ASSESSMENT

Alphabet (Google)

Matereality
B. Lorraine Smith
<https://www.blorrainesmith.com/>

April 2022

Company snapshot: Alphabet (Google) - highlights

More company details at <https://about.google>



Our mission is to **organize** the world's **information** and make it **universally accessible** and **useful**.

Annual Revenue in 2021
USD 257.6 billion

Considering the mission in the context of what the business does (mostly, earn revenue from advertising) and how it has performed (profitably, even during times of great social and environmental degradation) - leads me to wonder: for whose benefit is the information organized? And for whom is it most useful?

Estimated Revenue Sources

Hedging

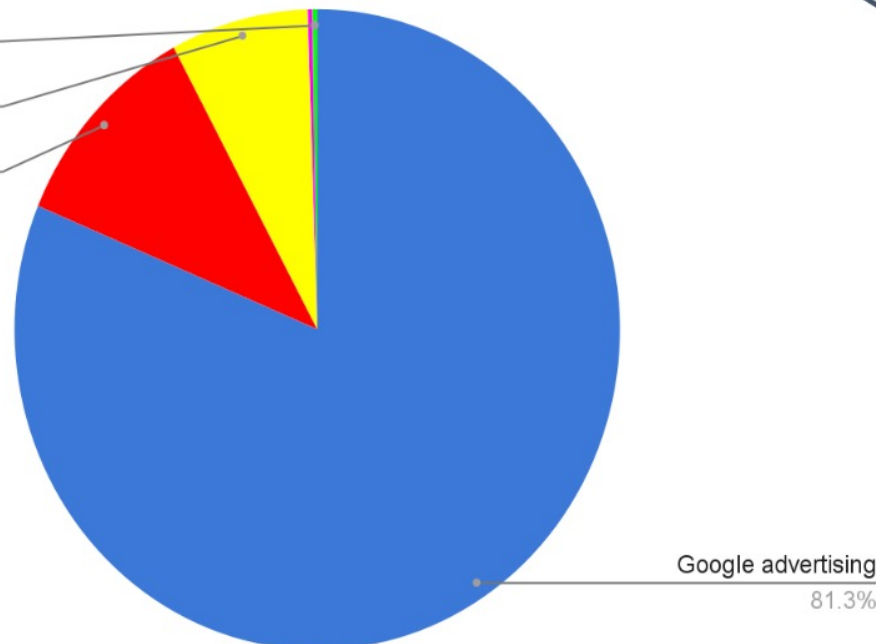
0.3%

Cloud

7.4%

Google other*

10.8%



Google advertising
81.3%

*Includes Google Play, Hardware

Source: Estimates based on [2021 Q4 Earnings filing](#)

Market Summary > Alphabet Inc Class C

2,852.89 USD

NASDAQ: GOOG

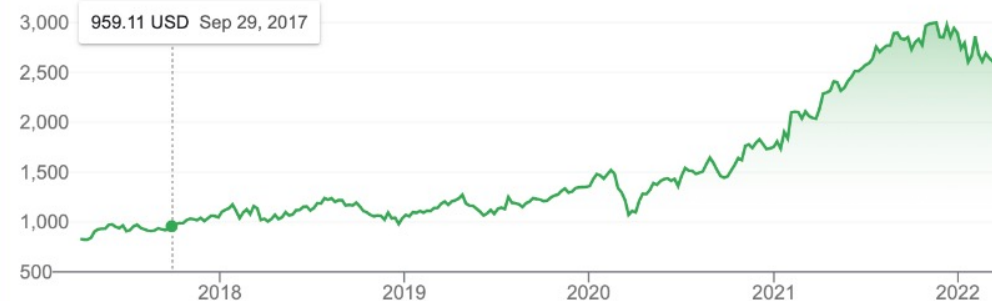
+2,023.33 (243.90%) ↑ past 5 years

+ Follow

Closed: Mar 30, 4:34 p.m. EDT • Disclaimer

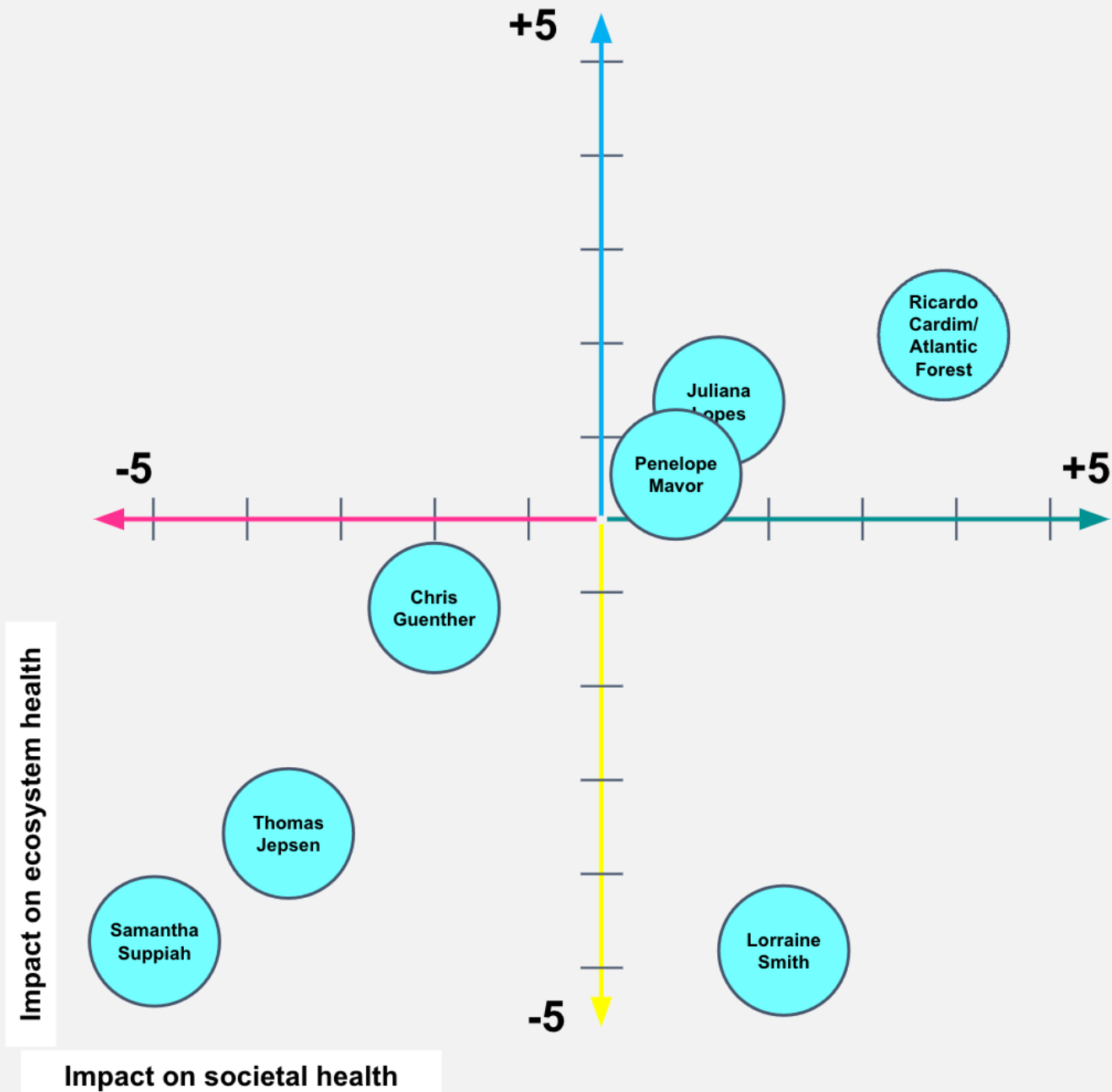
After hours 2,852.89 0.00 (0.00%)

1D | 5D | 1M | 6M | YTD | 1Y | **5Y** | Max



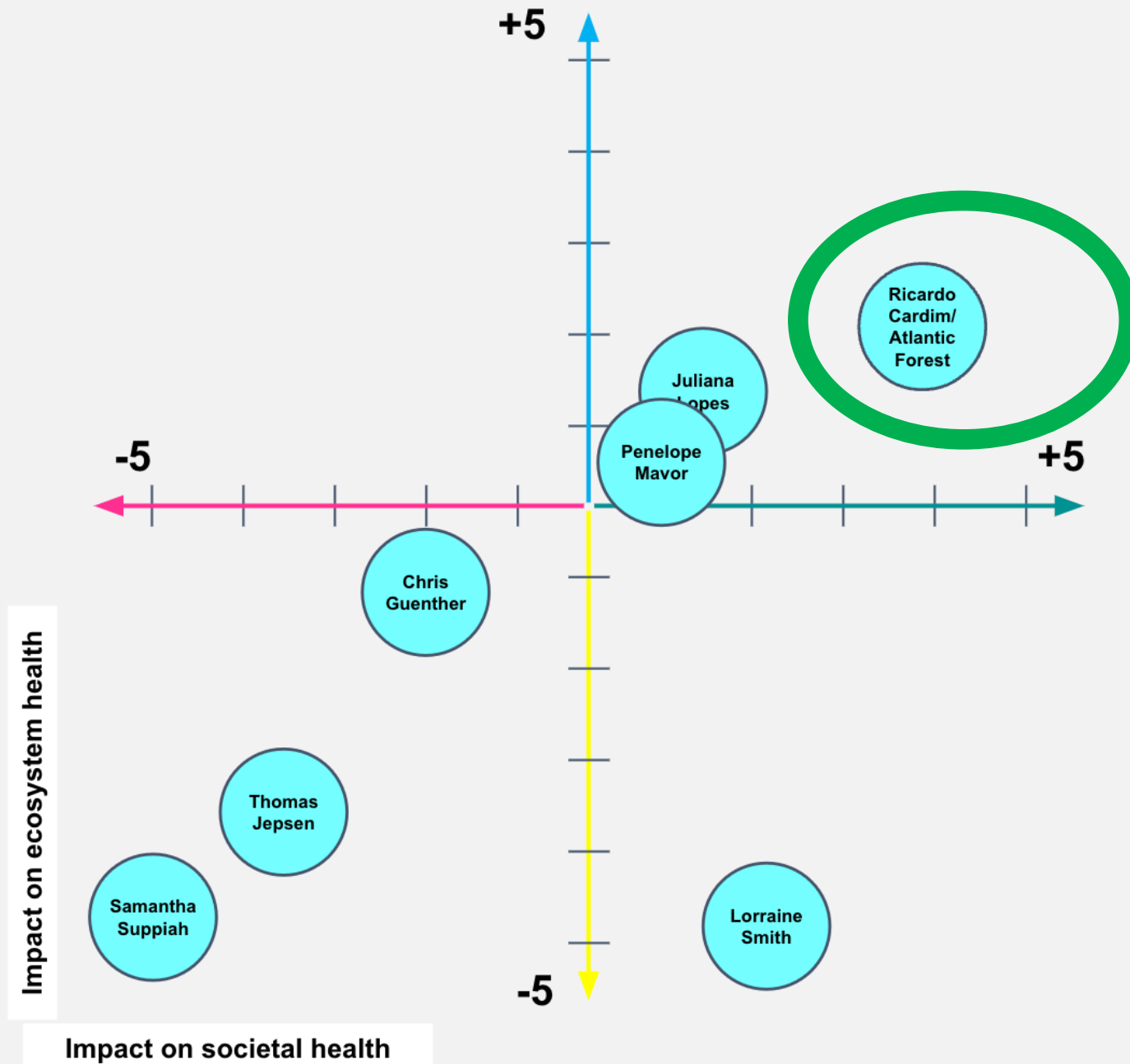
Open	2,857.40	Mkt cap	1.88T	CDP score	A-
High	2,869.61	P/E ratio	25.43	52-wk high	3,042.00
Low	2,843.36	Div yield	-	52-wk low	2,015.62

The Other Matrix: Stakeholder Rankings



un-Hold that thought

The Other Matrix: Stakeholder Rankings



Imagine the entire human organism separated, the arm in one place, the stomach in another, the finger in another. It will not work. The forest is like that. But with our human organism, if we cut ourselves into pieces we die in minutes. The forest moves in centuries, but it dies too.

— Ricardo Cardim, on behalf of the Atlantic Forest

(Google Matereality assessment)

Imagine if...



... there were data symmetry and transparency

... algorithms were designed by Global South or indigenous peoples

... revenues were earned by cultivating wellness

... the business benefited when people used their own inner “technology”

... the Atlantic Forest was as happy about Google’s success as its human investors



What's [y]our *possible*?

Thank you!

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