



Self-survival, e-extroversion and clean capitalism

March 24, 2014 - Green Buildings

How will extroversion, a noble purpose, become the instinctive "new norm," considering that since the beginning of existence, humans have been hard-wired for self-survival (introverted behavior), historically engaging in "fight or flight" responses? Powerful means like technology may address the question and form new words to describe the fusion between purpose and means. One such newly formed word that describes this fusion is "e-extroversion" - the human collective instinct aroused to fight for the survival of people and planet of future generations, enabled by technology. This word represents a synthesis of two forces that have been traveling towards each other since the advent of the Internet. Firstly, the Internet fathered the phenomenon of individuals in different physical locations working in highly organized networked groups that collaborate as global teams. Secondly, the Internet fathered the phenomenon of "big data" which, in combination with analytical software, allows us to distinguish trends and patterns amidst a morass of transactions.

As the Internet fathered phenomena of group collaboration and big data intersect with each other, such intersection will energize new global team initiatives focused on mining the opportunities suggested by the trends and patterns that surface.

E-extroversion is an opportunity which not only provides purpose and means in furtherance of global sustainability, but one in which brand ideals can be marketed through corporate stories that bespeak integrity and foster sustainable global prosperity.

Novo Nordisk is one such story, and has been identified as the most sustainable company on earth this year, according to a new ranking. But what does sustainability mean, exactly? In business, sustainability is when what is good for a company is also good for the planet, and vice-versa, says Toby Heaps, editor-in-chief of Corporate Knights, a Toronto-based media company.

Corporate Knights just announced its eighth-annual list of the world's most sustainable companies.

"For us at Corporate Knights, sustainability is closely tied to what we call "clean capitalism," which we define as an economic system in which prices fully incorporate social, economic and ecological costs and benefits, and actors are clearly aware of the consequences of their marketplace actions," said Doug Morrow, VP of research, Corporate Knights. "Against the global backdrop of what we call mega-trends, and which include continued and more pronounced resource scarcity, increasing government austerity measures, a widening rich-poor divide and growing levels of generalized environmental stress, we believe that companies with superior 'clean capitalism' performance may also generate superior financial performance, or may generate market returns but with reduced volatility." 1

E-extroversion as a collective behavior is aligned with clean capitalism in fulfillment of its purpose to collectively and instinctively fight for the survival of future generations, enabled by technology.

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www.forbes.com/sites/jacquelynsmith/2012/01/24/ranking-the-worlds-most-sustainable-companies/2

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