

One earth, one economy, in a race for all humanity.

Two such simple words: **Sustainable Development**

Yet when combined they represent the single largest challenge to the collective creativity and intellectual spirit that humans have ever faced.

If the whole history of the world were framed within the context of one day, the presence of humans would constitute but a fraction of this period. Yet in a span of time much less than two seconds, humans have caused profound changes on the face of this planet. The time in which it takes to snap one's fingers.

In the thirty years since the introduction of environmentally sustainable economic development at the 1972 Stockholm Conference on the Human Environment, the environmental issue has evolved from being an intellectual pursuit of the few to a core business concern of the mainstream. With the publication of "Our Common Future" by the Brundtland Commission in 1987, the formality of a globally sculpted definition rallied the interests of policy-makers and vision-shapers in many nations to focus on the pursuit of **"development that meets the needs of the present without compromising the ability of future generations to meet their own needs."**

With the closure of the 1992 Earth Summit in Rio, more than 178 Governments adopted Agenda 21, the Rio Declaration on Environment and Development, and the Statement of Principles for the Sustainable Management of Forests. The time to move from rhetoric to results arrived.

However, it is in the operational meaning of this defined phrase where much debate has ensued. The matter of ecological integrity, as well as social and economic equity, must become the focus of innovation. Just as human systems adopted agriculture and the use of fossil fuel as the first and second transitions that completely changed the way global society operated, the third transition that humans must address is to operationalize sustainability. To be successful we must transform these three factors into meaningful policies, supported by unified social action and show evidence of our success in our respective corporate triple bottom-line results.

Despite the challenge and the potential for success, nations have not entered the race in a unified manner. The APO believes that we have found a track that moves us from the evocative to where we have evidence of results. In this publication, we offer an introduction to Green Productivity, its history, its method, tools and techniques. We also share our efforts as catalyst for change and examples of the various successes that private enterprise, including small companies and communities, have had.



Innovation is a primary driver of economic growth. Green Productivity greens the process of innovation.