



## Stanford eCorner

### Achieving Resource Sustainability

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Video URL: <http://ecorner.stanford.edu/videos/1333/Achieving-Resource-Sustainability>

Seligmann affirms that there are many business leaders interested in sustainability who understand the importance of sustainability for resource-related businesses.



#### Transcript

I think there are many leaders of business who are interested in sustainability because they have grown up engaged in this conversation about environment. And so I think that they are interested in it in terms of their own personal belief, their values system. I think businesses are interested in sustainability, because sustainability is really essential for resource related businesses. Because you're interested in sustainability does not make you pure, by the way. But it's an important step in the right direction. British Petroleum is interested in sustainability because they are concerned about long-term strategic planning. Where would their resources come from? Sustainability is a strange word. It's a very poorly defined word. It's not exact. There are many definitions of it.

When we talk about sustainability, we're talking about environmental sustainability, biological diversity and sustainability of life systems. Other people are thinking about sustainability in a different way. It could be economic sustainability. It's, you know, what's our model for continuing our revenues? What are the resources we can shift to when we over-exploit other resources? I am very encouraged by individuals and corporations that have really embraced the idea of sustainability of the environment. It seems to always come from people who love the outdoors. And it seems to always flourish when they open up that conversation with their employees and they find out that so many other people that worked with them share that feeling. And I think, then, it goes to OK, so how do we justify this in a business sense? And in some cases, they can find that justification and they pursue it. In other cases, they don't and they make modest, marginal contributions. But there are some major companies that are going to be getting involved in sustainability because they think the consumers are going to demand it. And I think that's the real vulnerability.