Leadership Communication for Sustainability

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Continued emission of greenhouse gases will cause further warming and long-lasting changes in all components of the climate system, increasing the likelihood of severe, pervasive and irreversible impacts for people and ecosystems. Limiting climate change would require substantial and sustained reductions in greenhouse gas emissions which, together with adaptation, can limit climate change risks.

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“think tanks”
Americans for Prosperity
business groups
women’s groups
college groups
senior’s groups
church groups
This leads to the question I am most often asked on this matter: What will be climate changes “9/11”? What will trigger the shift? A hurricane hitting Wall Street? A typhoon in Tokyo? What is the climate equivalent of Hitler’s invasion of Poland?

Paul Gilding, *The Great Disruption*, page 106
the weight of orthodoxy

embedded cultural assumptions
political and economic pragmatism
the invisible hand
business as usual

institutions with salaried staff
community groups
not-for-profits
individuals

consumption addiction
food systems

- embedded cultural assumptions
- cognitive hegemony
- consumption addiction

- economies of scale
- aggressive marketing
- poverty
- dodgy ethics

poor health outcomes
small growers decimated by existing supply chains
disconnection between growers and consumers
retail and supply dominated by foreign-owned corporations
We have the technical tools to address the problems now.

The problem is with our thinking.

Where are we on this continuum?

What are the communication tools needed to mobilise a response?

knowledge volition action
The unfolding economic clash between the collaboratists and capitalists is a manifestation of a cultural conflict that will likely redefine the nature of the human journey in the years ahead.
Our vision: We are transforming Northland’s food systems. Before too long, every Northlander will have access to nutritious, locally grown food. The systems we co-create support Northlanders to optimise nutrition and health (hau ora). More of our people will derive wellbeing and economic sustenance from the whenua. From the whenua we are nourished. We are its guardians (kaitiaki) for those yet to be born.
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The problem is with our thinking.

What are the communication tools needed to mobilise a response?

How would you go about it in your community?

How do you re-engage disconnected communities?

What is the role of communication professionals?

knowledge  volition  action
Northland Food Revolution