

The Ethics of Sustainability:  
Sustainable Economic Growth and  
Decent Work for All  
-The Future of Palm Oil in MENA  
Region-

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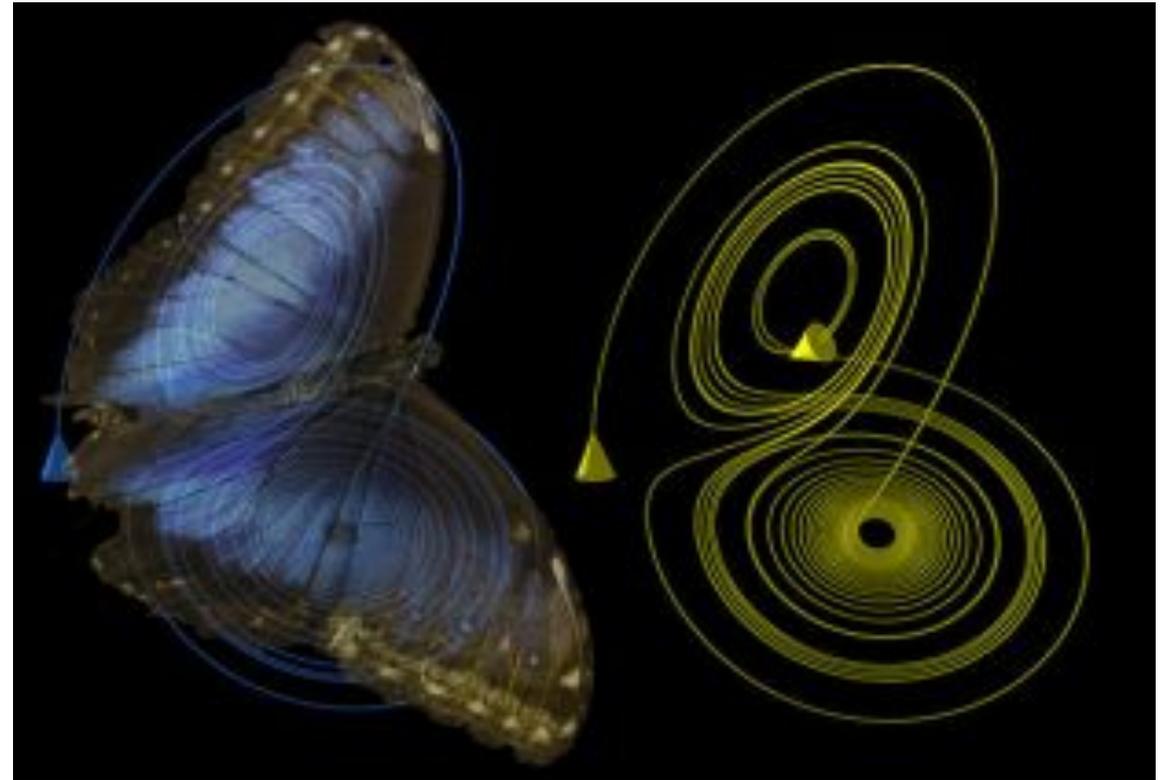
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# The butterfly effect

-We need to think differently about sustainability

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- You may be familiar with the concept, in which a small change in one place, such as a butterfly flapping its wings, creates large, unexpected changes somewhere else, such as a tornado many miles away.
  - Our vision is to inspire leaders to think in **new ways**, using a **radical new organisational design and skill set**.
  - **A new way of thinking and acting** is required to enable our full potential to be realized.



- In plain language, tiny changes within a complex system lead to results that are impossible to predict.
- For example, the flapping of a butterfly's wings could create tiny changes in the atmosphere that lead to violent weather conditions elsewhere on the planet.



- the Butterfly Effect gained popular acceptance in 1961 due to weather prediction modeling performed by meteorologist Edward Lorenz.
- He found that changes that should have been statistically insignificant led to completely different weather scenarios.
- The butterfly analogy began in 1972, when Lorenz delivered a speech entitled *Predictability*:
- *Does the Flap of a Butterfly's Wings in Brazil set off a Tornado in Texas?*



- It's important to understand that what makes an organisation sustainable
- isn't simply that it develops the best, most carbon-free products.
- Offering great **eco-friendly products and services** are part of an important journey,
- but to fully embrace sustainability there needs to be a **culture of caring for the planet** throughout the whole organisation
- **cultural changes are not on/off switches.**
- Taking your people on a cultural journey **to build their awareness in sustainability** needs to be nurtured through **leadership language and behaviour,**
- carefully crafted and consistent internal communications
- robust alignment of day-to-day congruent business decisions.

