



Sustainability Initiative Briefing Paper 2017

What is the aim of your initiative?

To stimulate engaged conversation and collaboration with industry leaders regarding the integral relationship between personal wellness and planetary well-being, and towards creating a “well world” including the pillar of ecological wellness alongside social and personal wellness.

What or who are the current “news makers” or trends in the initiative’s industry/sector?

- Green building design – Bio-mimicry, 3D printing, thermodynamics, feng shui
- Regenerative Agriculture – Biodynamic, bio-intensive and permaculture
- Products designed considering the full “lifecycle” – bio-degradable, no harmful chemical substances and recycled afterlife
- Water renewal systems, water “infusion,” hydrotherapies
- Renewable energy

Examples of individuals and organizations innovating in sustainability are mentioned below:

LeFay Resort, Italy; Sekem, Egypt; Flourishing Business Organization; William McDonough (author Cradle to Cradle); Rupert Sheldrake (author Science Set Free); Helena Norberg-Hodge (author Ancient Futures, Global to Local); Charles Eisenstein; Danielle Nierenberg of Food Tank; One Drop Foundation; World in a Drop; Dr. Esther Sternberg; Dr. Stephanie Gajus (The Active Practice); Ayurveda Parkschlossen, Germany; MOHG Spa Division

Name some (high level) challenges facing your industry/sector?

A very small percentage of resort and wellness facilities are taking sustainability seriously by incorporating it into their core values. Challenges are both practical and philosophical: mainly perceived costs involved and perceived separation of people from nature as part of the larger “web of life.” Challenges include misguided information in “green washing” and the stigma associated preventing companies from talking or taking more robust action. Ownership/management resist taking risks of implementing strategies toward sustainable outcomes, focusing more on the short term rather than long-term

benefits. And government regulations are recently working in the opposite direction.

Where do you see the opportunities for industry/sector?

- Epigenetics and “salutogenesis” demonstrate effects of environment and mind-body awareness on well-being.
- Re-definition and re-visioning of economic models; prioritize ROI as regenerative index.
- “Green spa” development and natural influences in “healing” design as part of overall program.
- Generationally-oriented programs for life cycles.
- Merge science and nature, balancing the materialist world-view and evidence for skeptics.
- Initiate public conversation; encourage responsible media coverage and education for the public and politicians.
- Stimulate deeper, more conscious “wellness” conversations.

Are there any “heroes” (either companies or individuals) who stand out in your industry/sector?

- Celebrity heroes - Elon Musk, Sheryl Sandberg, VP Al Gore, Robert Redford, Leonardo DiCaprio, Oprah, Robert Kennedy (Riverkeepers)
- Businesses - Green Spa Network, Mii Amo, Six Senses, Two Bunch Palms, Delos
- Industry heroes - Everyone on the Sustainability Initiative

Is there noteworthy investment happening in your industry/sector?

We distinguish the types and nature of investment in sustainability. Much is stimulated to individual, social and cultural ventures related to “time, talent and trust,” less on financial outcomes. Programs contributing to quality of life with deep human connection, social responsibility, community outreach with local and Indigenous cultures. Also, product development in Indie and green product sectors, regenerative ecology and energy; and properties investing in brand re-positioning for current markets, attracting Millennials, encouraging brand loyalty, emotional connection and long-term impact on revenue, relevancy “beyond sustainability” (social and environmental regenesis), will all be more successful over the long-term and provide benefit beyond budget and balance sheets.

Name any key accomplishments (milestones) made by your initiative?

Although the Sustainability Initiative is in it’s infancy, we have reached milestones influencing the meaning and direction of sustainability for the future. Our initiative members have extensive and diverse backgrounds. We align here: sustainability is only truly sustainable when the health of our planet, our living systems, interactive social systems and personal wellness are in harmony. For the first time, the Immersion and the AE & C Initiatives are among our collaborators. We recognize our commonalities, and together are working towards a resilient and sustainable well world. Our first roundtable will be held at the GSN Congress on March 11, 2018.

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