

Thinking and Acting Sustainably: Profile of a 21st Century Professional

Resources for use in the workshop

You may wish to use some or all of these resources in your workshop. Case studies are available as separate files.

Suggested Logos



Development Compass Rose



Summary of the 5 Capitals

Capital is traditionally understood as accumulated wealth in the form of investments, factories and equipment. In reality, our economy and all companies need five types of capital to function properly.

Natural Capital

Natural Capital is any stock or flow of energy and matter that yields valuable goods and services. It includes:

- Resources, some of which are renewable (timber, grain, fish and water), whilst others are not (fossil fuels)
- Sinks which absorb, neutralise or recycle wastes
- Processes, such as climate regulation.

Natural capital is the basis not only of production but also of life itself.

Human Capital

Human capital consists of our health, knowledge, skills and motivation, all of which are required for productive work. Enhancing human capital, for instance through investing in education and training, is vital for a flourishing economy. Poverty is both morally indefensible and socially inefficient in that it prevents millions of people from fulfilling their potential and becoming engaged in the creation of wealth.

Social Capital

Social capital is the value added to any activity or economic process by human relationships and cooperation. Social capital takes the form of structures or institutions that enable individuals to maintain and develop their human capital in partnership with others. It includes families, communities, businesses, trade unions, markets, schools and voluntary organisations.

Manufactured Capital

Manufactured capital comprises material goods such as tools, machines, buildings and other forms of infrastructure that contribute to the production process but are not used up in it.

Financial Capital

Financial capital plays an important role in our economy by reflecting the productive power of the other types of capital. It enables them to be owned and traded. However, unlike the other types, it has no intrinsic value: whether in shares, bonds or banknotes, its value is purely representative of natural, human, social or manufactured capital.

Resource - 5 Capitals analysis

In the right hand column, either a) take one activity and describe how it increases or decreases each of the 5 capitals, or b) for each of the capitals describe how activities in your business increase or decrease that capital.

Natural	
Manufactured	
Human	
Social	
Financial	

Woodland Management Scenario

You are part of a consortium that has the same knowledge and skills as the members of your group. You have bought a woodland (about 100 ha, *see* map) that has been badly neglected and you wish to develop it as a commercial but sustainable forestry business. There are few young trees and there is a lot of undergrowth making access difficult. There are a few rough paths used by local people mainly for dog walking in summer. The wood is close to a popular coastal holiday location and in an area of outstanding natural beauty.


A bank will lend you 50% of the money needed providing you produce a business plan to show the woodland can be managed profitably. You intend to raise 25% as a grant from a government conservation agency, provided you can show your business plan meets required nature conservation standards. The remaining 25% will come from a local government grant as long as the development can be shown to benefit the community.

You are at the stage of brainstorming your options. You do this by constructing a 'mind-map' of your options and the potential impacts on the 5 Capitals.




After 45 minutes you will be asked to present your initial thoughts with justifications to representatives of the bank and funding agencies.

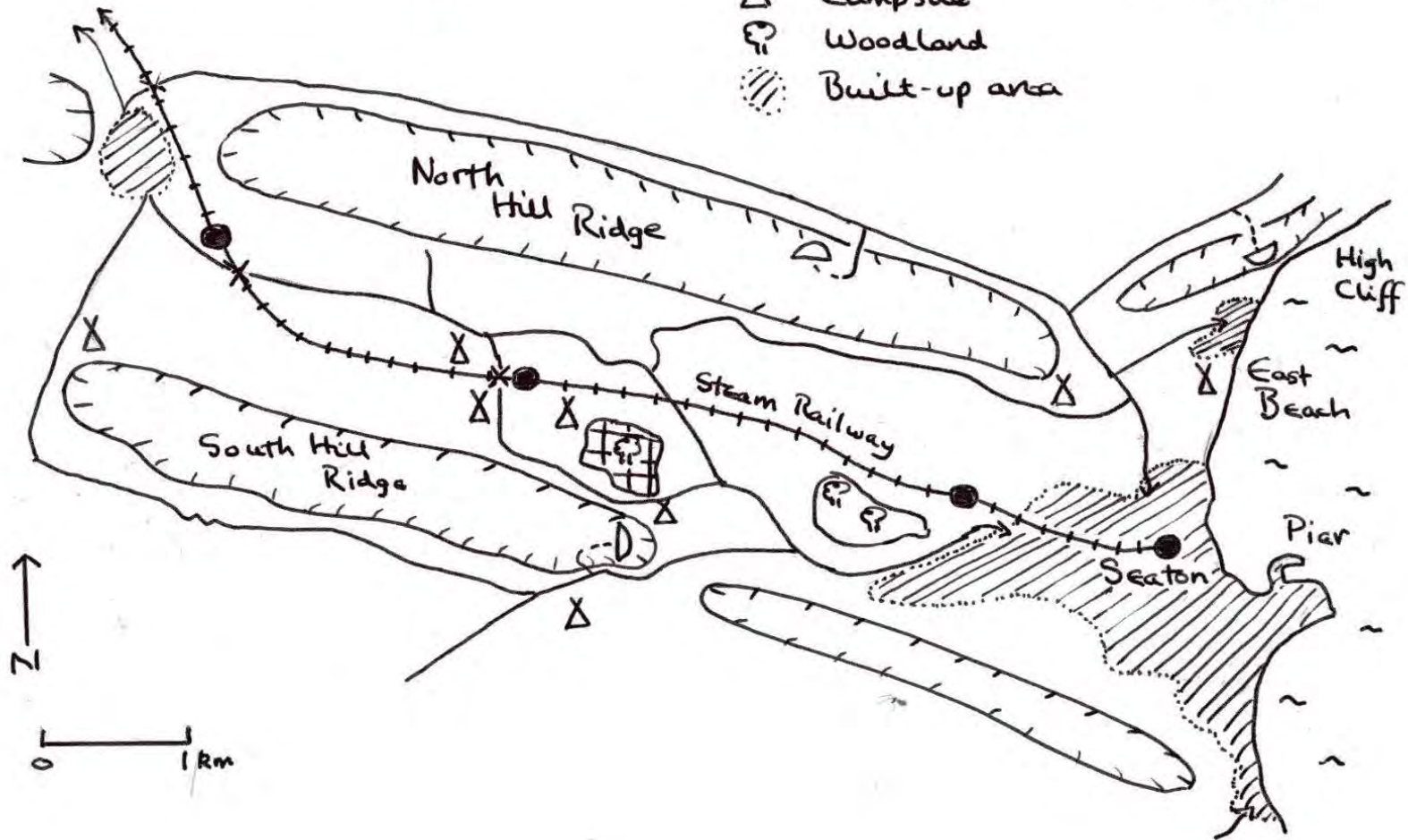
The woodland you want to buy is just to the North of Castle View on the map below. It is situated near the coast at Swanage, Dorset.

WOODLAND MANAGEMENT

Your wood 

- KEY
-  Hills
 -  Viewpoint
 -  Campsite
 -  Woodland
 -  Built-up area

-  Railway
-  Road
-  Sea



Resource: Evaluation - Title of workshop:

Date:

Please tick:

	Not at All	Somewhat	Very
Thought Provoking			
Valuable Interaction			
Professionally Useful			

What were the positive points about the workshop?

What are the aspects for improvement?

Any other comments?