



FSSD GLOBAL

A SUSTAINABLE WORLD

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All participants will get this slide deck after the meeting. You will not only get the slides, but also notes covering a little effective manuscript under each slide. So, during the presentation, you need not take notes, the notes are already taken for you.

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B	C	D	A
<p>Current dire situation regarding all sector's violations of basic boundary conditions – the Funnel</p> <p>Current fast developments of opportunities such as technical solutions, business models, governance and "apps".</p> <p>None of these things are generally cohesively organized, since operational system is not main-stream for leadership.</p> <p>Number of ABCD-in-Funnel moderators and supervisors far too few for systems change at a sufficient scale in time.</p> <p>Also, myriad scientific gaps (reductionism), in particular gaps from design-science and AI (bad data as well as non-structured good data)</p> <p>AI developments to assist FSSD growing fast in our team through Mats' and Staffan's teams.</p> <p>Microsoft and Ericsson sponsor us.</p>	<p>Collect results from FSSD science, pedagogy, sector analyses and case studies from network of FSSD practitioners in academia, business and public sector since over 35 years.</p> <p>AI assistance to FSSD further developed as a part of the Alliance's working agenda.</p> <p>Home page and pitch documents must be developed.</p> <p>Turning to foundations and actors for further funding and co-operative development at this point.</p> <p>In preparation of all of this, running a FSSD practitioner global workshop soon for harvesting of good ideas and more personal support.</p>	<p>IT Team creates an IT based ecosystem of dialogue instruments, chat-boxes, legal agreements.</p> <ul style="list-style-type: none"> • Create a global market brand • Uniformed WoW (but business is still local) • Instant forums for day-to-day communication cross practitioners. • Joint repository for FAQ and knowledge data (also to be used by the AI platform) <p>AI Team creates a tool for AI assisted ABCD-in-Funnel workshops:</p> <ul style="list-style-type: none"> • Preparing workshop from organization documents. • AI supported running of workshops, checking of proposals, document generation. • Data and contributions from the FSSD network can help making it great! 	<p>Vision of an attractive Sustainable World, seconded by our alliance.</p> <p>Spatial Planning, Energy, Traffic, Forestry, Agriculture, HR...sectors modelled to be sustainable <i>together</i>.</p> <p>Generic AI-Operative system <i>needed</i> for this.</p> <p>FSSD.global delivers</p> <ul style="list-style-type: none"> • Cohesion • Quality • Good data input • Moderator expansion • Cross-sector cooperation • Simple as possible (WoW) • A GTM definition <p>*Effective from all the above</p>

This is a first stab at our own ABCD analysis in the core team. The creative tension between the vision/mission at "A", and the World's current situation at "B", explains why cross-sector sustainability *relies* on AI assistance for fast enough dissemination of FSSD at the global scale. But we do not come empty-handed to the AI developments. We have seen myriad examples of how FSSD practitioners from different organizations, for instance in value chains, can learn from each other, share experiences and best practices.

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Our most recent Stepwise meeting on the 12:th of February, this time between the Stepwise leaders on the one hand, and the MSLS faculty plus MSLS students on the other, all sharing the FSSD methodology for exciting dialogues and learning across nations, fields of expertise and generations.

#Stegvis

STEPWISE FOUNDATION

StepWise is a group of presidents and CEOs of business corporations, working strategically towards the full scope of sustainability. Strategic sustainable development is a prerequisite for long-term viable companies.

Strategic Sustainable Development is good business.

It is already profitable and, in our self-interest, to stepwise develop our organizations towards the full scope of sustainability.

It is possible since we can work Stepwise.

We set our goals by using basic sustainability principles as the boundary conditions for what will work in the future, and then develop concrete actions to move strategically, taking steps at the right pace and in the right order, towards these goals.

Progress is not fast enough. We want more.

The transition towards sustainability is too slow. We want to increase the pace of change and therefore want to see more efficient political incentives.

Today's economic system favours shortsighted behavior.

The prevailing global economy is dominated by norms and practices that consume social and ecological capitals. This leads us into a future where life-essential ecosystems as well as social systems are deteriorating. These costs are made invisible in our current ways of accounting.

We can act together today; we need not wait for international agreements.

Individual organizations, regions and nations do not have to wait for global agreements in order to act on this call. Strategic sustainable development in line with the above offers us a competitive edge, while at the same time aiding society in the necessary global transition.

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The Stepwise group of owners and executives have agreed on the FSSD with its Operative System 'ABCD-in-Funnel' as its basic common ground for how to integrate business with sustainability. The 5 standpoints are the only commitments demanded from partners of the Stepwise group, over and above being executives at business companies. Thereby the group can be considered a model for what the fssd.global is set up to do, create a worldwide community of that same standard.

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WHAT IS FRAMEWORK FOR STRATEGIC SUSTAINABLE DEVELOPMENT (FSSD)

FSSD is a framework for strategic sustainable development created and refined over 35 years by an international group of researchers and leaders in public and private sectors.

The framework is a system-based structure to guide attractive sustainable (re)design of anything.

The core of the framework is a set of EIGHT ENVIRONMENTAL and social boundary conditions for (re)design. They clearly frame any sustainable goal regardless of activities and scale, as well as an iterative process (ABCD Method) to guide co-creation of plans, monitoring, and communication.

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WHY ORGANISATIONS CHOOSE FSSD

Holistic Approach: FSSD integrates environmental, social, and economic dimensions of sustainability, ensuring a balanced and comprehensive strategy that addresses all aspects of sustainability.

Proven Methodology: With a track record of successful implementations worldwide, FSSD is a trusted framework that has helped organizations of all sizes achieve their sustainability goals.

Scalable and Adaptable: Whether you're a small business or a multinational corporation, FSSD is designed to scale and adapt to your unique needs, offering tailored solutions that drive meaningful change.

Innovation-Driven: FSSD encourages continuous innovation and improvement, helping organizations stay ahead of the curve in the rapidly evolving sustainability landscape.

Stakeholder Engagement: FSSD is used to engage stakeholders at all levels, fostering collaboration and creating a shared vision for a sustainable future.

Choice of support and monitoring: FSSD is designed as an Operative system to create cohesion and improved value for all "apps" e.g. UN SDGs, Circular economy, CSR, Science based targets, LCA etc.



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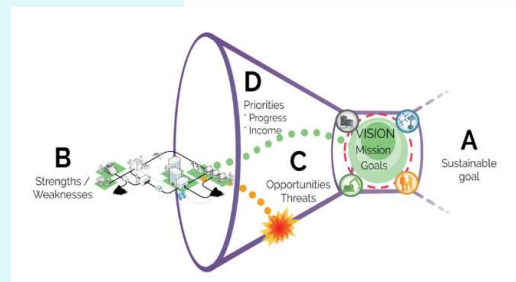


Clients main argumtes for selecting FSSD

THE 'ABCD IN FUNNEL' METHOD

Unsustainability means systematically destroying the system 'Civilization in Nature'. Today we are losing more and more purity, biodiversity, social cohesion, climate-stability... creating a funnel of declining resource potential for a successful civilization with successful organizations.

The framework's Operative system 'ABCD in the Funnel' helps putting any organization into this funnel of systematic decline to, through ABCD processes, systematically become part of the solution while getting better returns on all resources. From upfront, and because of this competence.



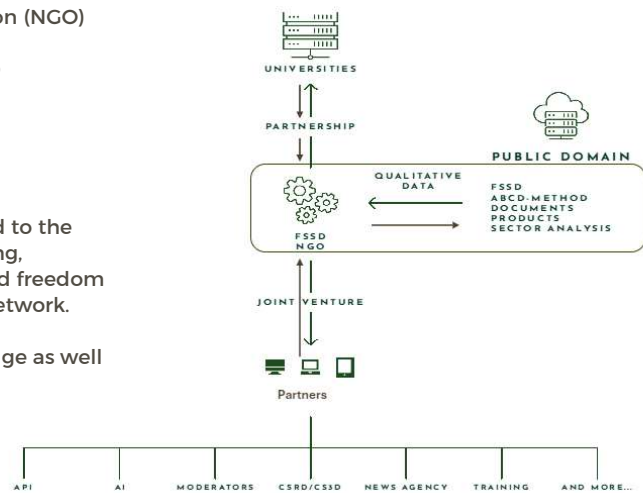
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This is the Operative System ABCD-in-Funnel, the core captured from the FSSD methodology. In this group of FSSD practitioners it need no further description. But you may still want to read the latest publication about this particular aspect of FSSD, so please let us know if this is the case.

ORGANISATION OVERVIEW

- Type: Non-profit, non-governmental organization (NGO)
- Developed in science and leadership since 1989
- Founder: Professor Karl-Henrik Robèrt, PhD
- Origin: Sweden
- Structure: A network of organizations are linked to the NGO into a mutual flow of bilateral R&D, learning, knowledge management, support to clients and freedom for each to share knowledge also outside the network.
- Rigor and safety: FSSD is at the core of knowledge as well as all agreements to keep quality.



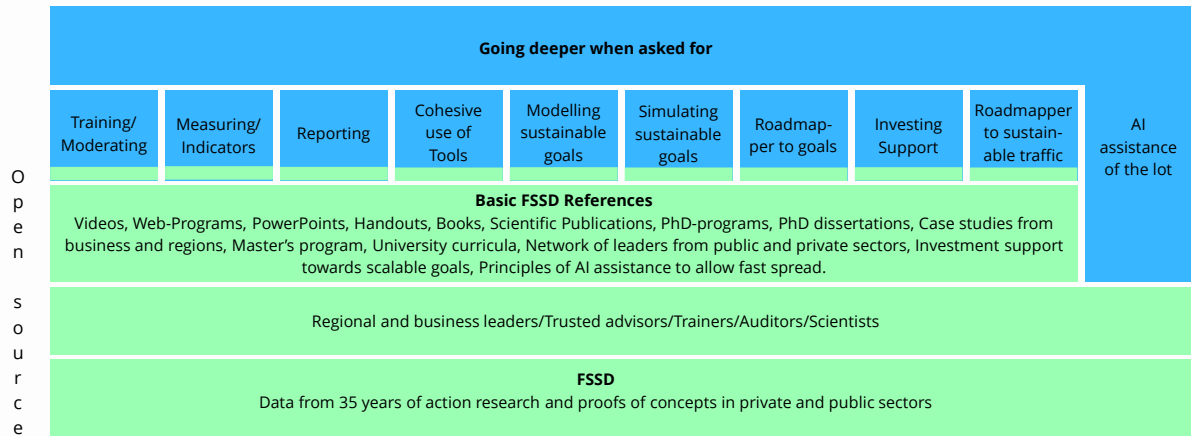
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This Organizational overview shows the currently best shot at an organizational structure, open to further refinements. The FSSD Global is a non-profit organization in the middle, that will continue to work in an intimate partnership with universities across the world. This is to provide services and products to all partners and users, regardless practices and scale.

FSSD GLOBAL - BASIC/GREEN & ON-DEMAND/BLUE

AI assisted “self-training by doing”, plan-do-learn-monitor-communicate



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This slide takes another stab of the previous slide. It shows, in a green color, what is planned to be open source for any interested leader or organization. Just click and get substantial learning and training from everything captured by 35+years of scientific developments and best practices from public and private sectors. The blue field represents fields of expertise where to users may need to go for more hands-on support and help. In the organizational structure, that field will be covered by business agreements between users and experts. All of these fields are supported by an AI engine with three layers to filter away bad data, and favor innovations for tailormade ABCD planning and progress of topics and organizations.

SERVICES - GOING HIGHER



Sustainable Transition Services

We guide your sustainable transition journey and support you through all future phases of development.

Tailored Solutions

We provide customized strategies to facilitate your unique sustainable transition, adapting to your evolving needs.

Continuous Support

Our team remains with you, ensuring ongoing assistance throughout your sustainable transition journey and beyond.

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PARTNERS AND CLIENTS OF FSSD



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TESTIMONIALS



Johan Rockström
Professor | Stockholm Resilience Center

"FSSD has managed, like few others, to develop an operational model, which can be applied within business, so one can go from knowledge to solution. And that bridge is exactly what is needed."



Leif Johansson
Former CEO | Electrolux & Volvo

"It was not until ten years later we fully realized how much money we had saved and earned from applying FSSD to our business."



Karin Bodin
CEO | Polarbröd

"The FSSD is the basis for Polarbrödsgruppen's sustainability work. Thanks to this we have been able to take proactive and strategic decisions that have been very beneficial for our company."

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TESTIMONIALS



Ray C. Anderson

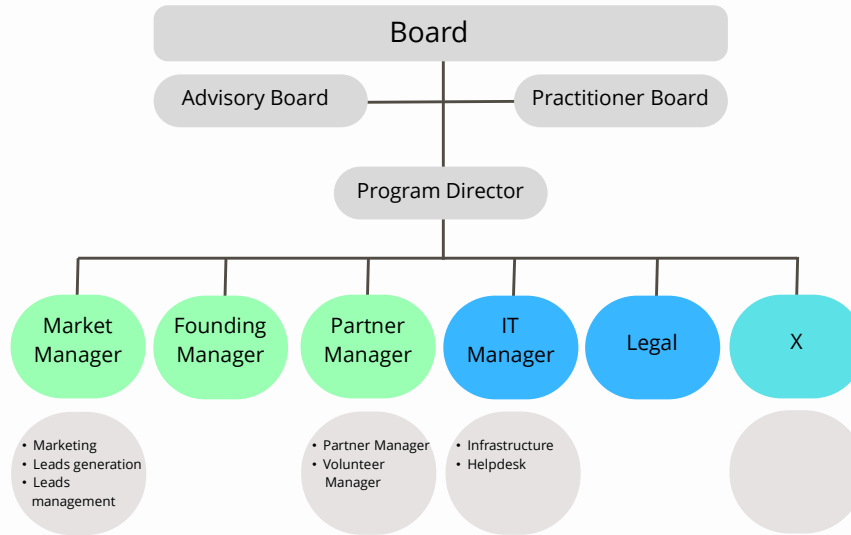
f. CEO | Interface

“As we climb mount Sustainability, with the Sustainability Principles at the top, we are doing better than ever on bottom line business. This is not at the cost of social or ecological system, but at the cost of our competitors who still haven’t got it.”

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ORGANISATION



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We are in the process to further develop our organizational ideas, and hope to recruit more people into the structure as our organic growth continues.

THE CHALLENGE - TO SCALE FSSD FAST



FSSD Challenges and Pain Points

- 1. Lack of speed**
- 2. Lack of Trained FSSD Resources:**
 - Moderators
 - Trusted Advisors
 - Consultants
- 3. Unclear Market Strategy:**
 - No clear picture of how to go to market
- 4. Lack of Global Uniformity:**
 - No cohesion
 - No collaboration
 - No branding
 - No marketing
 - No lead creation
- 5. Need for Modernization**
 - Digital Tools
 - Ways of Working
- 6. Limited Funding!**

Opportunities with Digitalization and AI

- Empower moderators, advisors and consultants to achieve more and serve more customers
- Fundamental training, moderator and research knowledge distributed digitally
- Frictionless access to both open source and professional offerings, on-site and off-site
- Enable self-service workshops with AI support and guardrails to help
- Common homepage, material and tool design, aligned look and feel for ease-of-use
- Team effort - allow controlled sharing of add-on tools, courses, and experiences

A global community where everyone can chip in and make a difference - together we achieve a more positive EFFECT!

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AI SUPPORT FROM SUSTAINABLE AI SOLUTIONS



Focus the worlds' intelligence to secure planetary life and the wellbeing of humankind



Staffan Pernler, CEO

- Formerly Ericsson R&D, new areas
- M.Sc. in Computer Science and AI
- Lifelong interest in sustainability
- Goal - to secure the life of our planet



Joakim Marias

- Leadership, Team and Psychology
- User Experience Designer
- Business Analyst and Entrepreneur
- Goals - People at the Center



Dalina T Steneros, Chairman

- Entrepreneur and strategic advisor
- Recruitment, HR, Electrical engineer
- Finding synergies between companies
- Goal - win win for everyone



Marjan Mazaheri

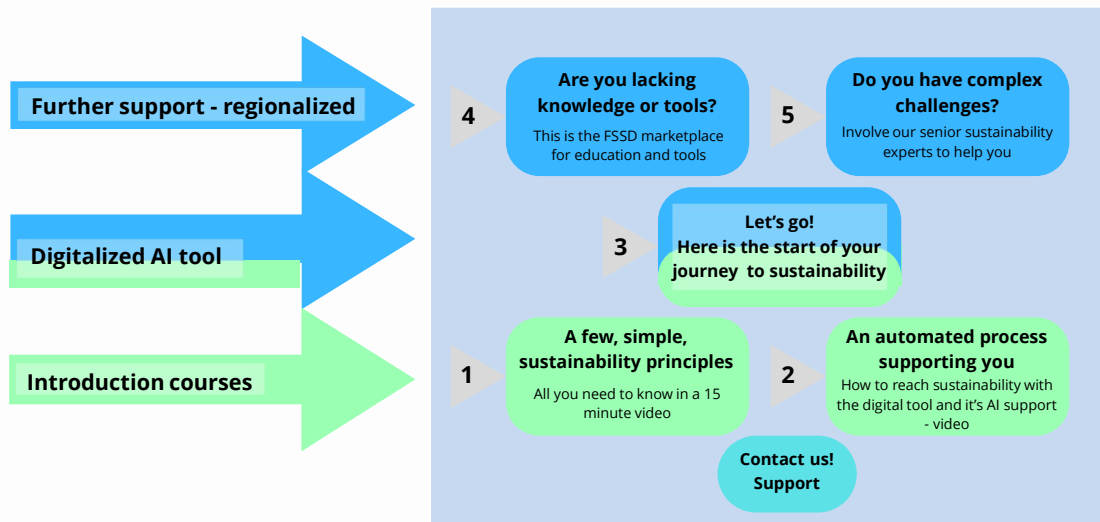
- Technical & Human Leadership
- Own company in AI-based course development
- Goal - to simplify complexity

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This is the group of Ericsson engineers who, by sponsorship from Ericsson, has set up an LtD to develop the AI support of the FSSDs AI engine.

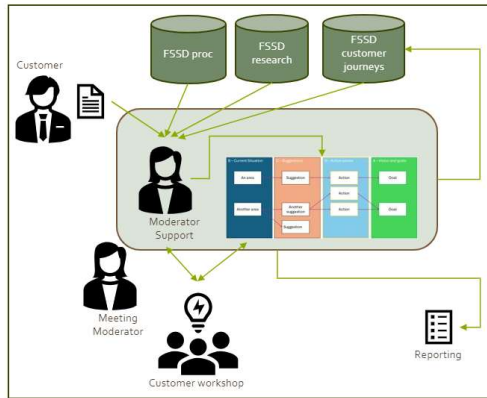
FSSD GLOBAL - AI STARTING PAGE



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The flow of learning and practice that the AI engine will deliver, the arrows and boxes at the bottom belonging to the Open Source, followed by a more advanced need for help at the blue colors..

FSSD SESSIONS WITH AI SUPPORT



Why

- Enable fast global scaling of FSSD to stop the degradation of our planets eco-systems and societies

What

- Stepwise digitalize and automate FSSD ABCD workshops with AI support.
- Self-service and Moderator support options

How

- Fact based and controlled material with clear rules of engagement and decision making.
- Easy to share and scale, including suppliers

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DEMO VIDEO

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THE SWEDISH SUSTAINABILITY ROADMAPPER



Navigation Support for Sustainability Transitions



Henrik Ny (Associate Professor)

- Co-Founder, RnD Lead
- Sustainability, transport and Energy Expert
- Transition Modeler
- Research Leader, Sustaintrans, BTH



Martin Prieto Beaulieu

- Co-Founder, Business Lead
- Sustainability and Transport Expert
- IT Expert
- Senior Advisor, Sustaintrans, BTH

Supporting Expert Consultants

- Energy, transport and other societal sectors
- Work processes for sustainability in Regions
- Global South (via UN and Africa)
- Workshops Facilitation

Products and services

1. **Analysing** your sustainability challenges and solutions
2. **Advising** your decision-makers
3. **Training** your staff and stakeholders
4. **Simulating** your transition roadmaps

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This presentation is an example of a LtD development that is planned to be linked to the fssd.global. The Road Mapper is designed as a dashboard, by which any traffic planner can follow the influence on CO2 emissions from various measures.

THE ROADMAPPER PROJECT



Navigate through short term crises to fossil free and sustainable regional transports

Deliverables:

1. Methodological Development
2. Simulation Model
3. Transition Plans
4. Web-Based Decision Support
5. Collaboration Regionally and Nationally

Academy and Experts	
National Authorities	
Regional Authorities	
Municipalities	
Business	

ROAD MAPPER



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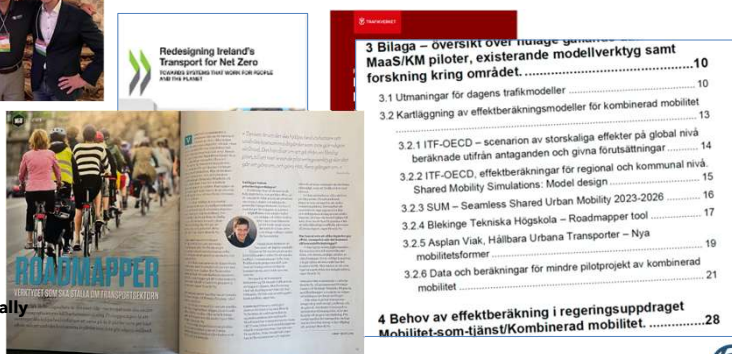
The Road Mapper has many supporting organizations behind the developments. The BTH, Blekinge Institute of Technology, the international hub for scientific FSSD developments, is at the center of it all.

THE ROADMAPPER PROJECT RESULTS



Deliverables:

1. Methodological Development
2. Simulation Model
3. Transition Plans
4. Web-Based Decision Support
5. **Collaboration Regionally and Nationally**



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FSSD

So far, the Road Mapper has been tested and developed in Sweden and close-by regions.

THE ROADMAPPER PLATFORM



Prototype on mobility,
freight and infrastructure

Test of various incentives and interventions
in the transport system:

Region Blekinge in South of Sweden
as a Case Study

1. Avoid transport demand

Denser Cities
Mixed Cities
15-minute Cities

2. Shift transport mode

to Car Sharing
to Ride Sharing
to Public Transport
to Biking

3. Improve vehicles/
infrastructure

New electric cars
New biofuel cars
Converting to hybrids

Deliverables:

1. Methodological Development
2. Simulation Model
3. Transition Plans

4. Web-Based Decision Support

5. Collaboration Regionally and Nationally

Let's jump right in ...

ROAD
MAPPER



FSSD

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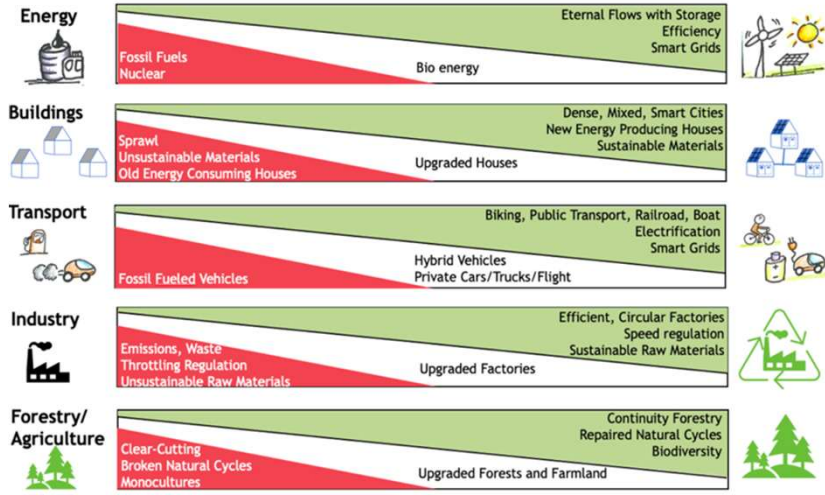
This slide is a self-explaining slide to open up the Road Mapper dashboard. Let's jump right in...

SOCIETAL SECTORS TRANSITION TOGETHER

B
Current Reality

C, D
Pathway

A
Sustainable Future



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ROAD
MAPPER



FSSD

THANK YOU!



Henrik Ny (Associate professor)
RnD Lead at Roadmapper
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More info:

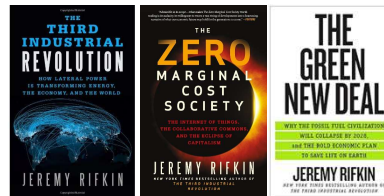
- Our Book "VÄGVAL 2030"/"On Track for 2030" and several related reports
<http://www2.bth.se/bloggar/sustaintrans/vagval-2030-fardplan-for-snabbomstalling-till-hallbara-persontransporter>
- Presentation by Henrik Ny at the Bridge:
<https://www.youtube.com/watch?v=rtNWc0qz5kA>



See also Jeremy Rifkin's books:

- "The Third Industrial Revolution"
- "The Zero Marginal Cost Society"
- "The Green New Deal"

<https://www.thezeromarginalcostsociety.com>



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ROAD
MAPPER



FSSD

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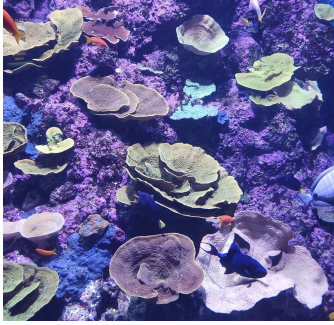


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