The Private Sector and Sustainable Development: Friend or Foe?

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Astana Economic Forum
Astana, Kazakhstan
21-22 May 2015
Sustainable Development Goals....
Rooted in a Vision of the Past....
Where People Came First...
Private Sector Goals
Rooted in a Monetised Vision of the ‘Future’.
Locked in Constant Battle....
There are Some ‘Sustainability’ Exceptions....
But Isolated, Fragmented, Subsidised....
The Question is....
A New Meeting Point...
With Millions of Citizen Sensors
Collecting Data about Everything, Everywhere
...With the Consumer is the Driver
...And the Sustainable Community at the Centre
The ‘Sharing’ Revolution Says Yes....
"We’ve always been in a culture where more is more, and suddenly we’re in a culture where less is a better quality of life. It’s pretty revolutionary."

Bill Stewart, VP of customer care at Sunrun
No New Stores....
No New Hotels....
No New Cars.....

12 car share vehicles would eliminate demand for an estimated 28-154 cars in the area.

Up to 40% of total spaces

Example:
- Size of facility: 30 spaces
- Car sharing vehicles: up to 12 cars
Movie Theatres, TVS, CDS...
The Challenges are Real...
But with New Forms of Public-Private Partnership

- kickstart the sharing movement
- transform through experience
- start collaborating
And Smart Cities Leading the Way
The Possibilities are Endless....
Toward a More Sustainable Sharing Economy
For a Sustainable Paradigm Shift

1. Maximize profit
2. Global Marketplaces
3. Standardize Offerings
4. Slow delivery of goods
5. Consumerism
6. Passive customers

1. Purposeful brands
2. Local (and Global)
3. Personalize
4. On-demand
5. People make & share
6. Empowered people
Disruption is Coming....

Sharing economy sector and traditional rental sector projected revenue growth:

- **2013**
  - Sharing economy sector: $1.5bn
  - Traditional rental sector: $240bn

- **2025**
  - Sharing economy sector: $335bn
  - Traditional rental sector: $325bn

Source: 21c consultancy
Are We Prepared???

Need New Ways of Thinking:

• Use government as a ‘Sustainability’ platform
• Collaborate with Citizens & Private Sector
• Disrupt 20th Paradigms
• Support innovation
• Think Sharing not Re-Producing!