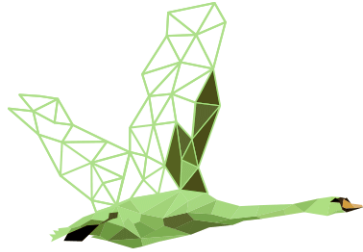


*Oxford Farming Conference, 07-01-2021*

**OFC** 2021  
BUSINESS AS UNUSUAL




*Frank Parkinson Lecture 2021*

# ***FARMING -AS-UNUSUAL***



# **Menus-As-Unusual: *Feasting To Save The Planet***



 **Horizon**  
2021: Feast to Save the Planet

Hannah Fry & Gregg Wallace



## Menus-As-Unusual: *Impossible Meals*





## ***Menus-As-Unusual: Insects***



*Shock Of The New, 1750s*

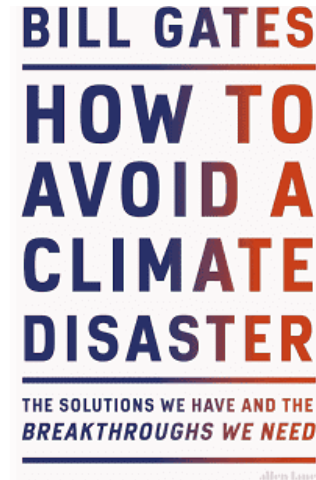




# ***A FEW WORDS ABOUT FRANK PARKINSON***



## Frank Parkinson: *Electrical Pioneer/Philanthropist*



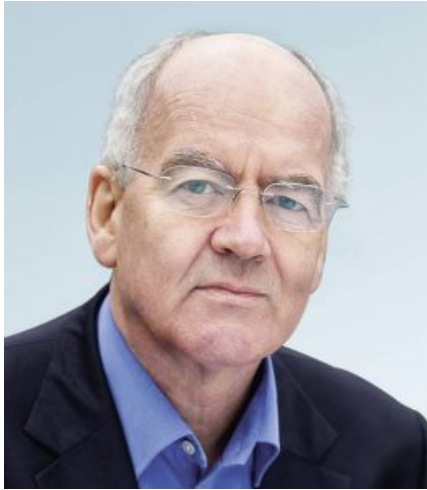
- 1887-1946
- *Electricity pioneer: bulbs, motors*
- *Yorkshire's "quietest millionaire"*
- *Benefactor to Yorkshire and Agricultural Trust*
- *Leeds University, postgraduate research*



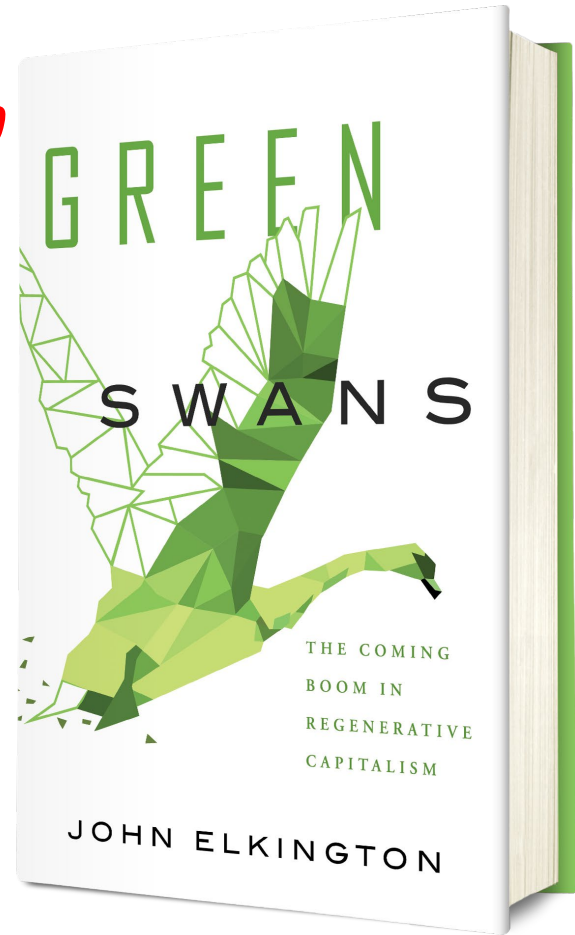
# ***BUZZWORDS: REGENERATION***



**Vital Statistics: 71 / 4 / 70+ / 20**

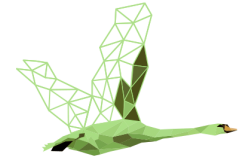


JOHN ELKINGTON  
Founder & Chief Pollinator  
Volans



Walmart 





# 3 Horizons: *Responsibility To Regeneration*



Source: Bill Sharpe adapted by Volans



# ***WELCOME TO THE EXPONENTIAL DECADE***



## Recalling The **Triple Bottom Line**

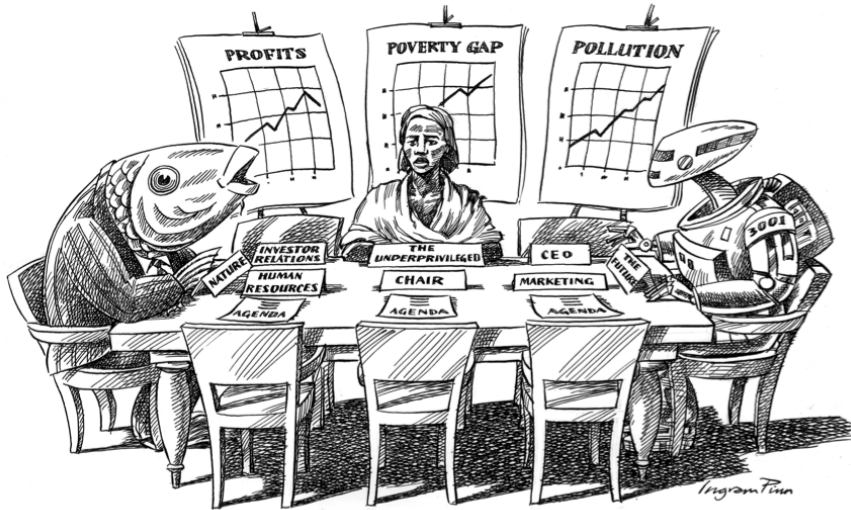
Harvard  
Business  
Review

SUSTAINABILITY

# 25 Years Ago I Coined the Phrase “Triple Bottom Line.” Here’s Why It’s Time to Rethink It.

by **John Elkington**

JUNE 25, 2018





# Becoming *Future Fit*

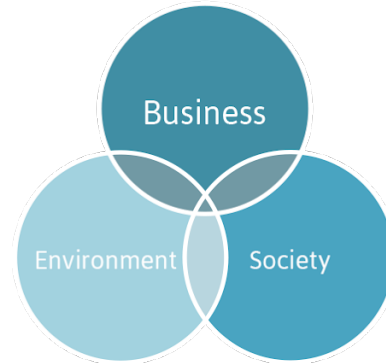
## Shareholder Value

Financial returns are all that matters: companies privatize gains and externalize losses.



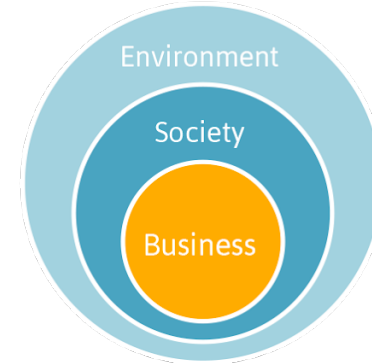
## Shared Value

Business comes first: negative impacts are often not sufficiently internalized, or are justified by 'doing good' elsewhere.



## System Value

Business in no way hinders – and ideally contributes to – society's progress toward future-fitness.





## Global Goals: *UN Goes Exponential*

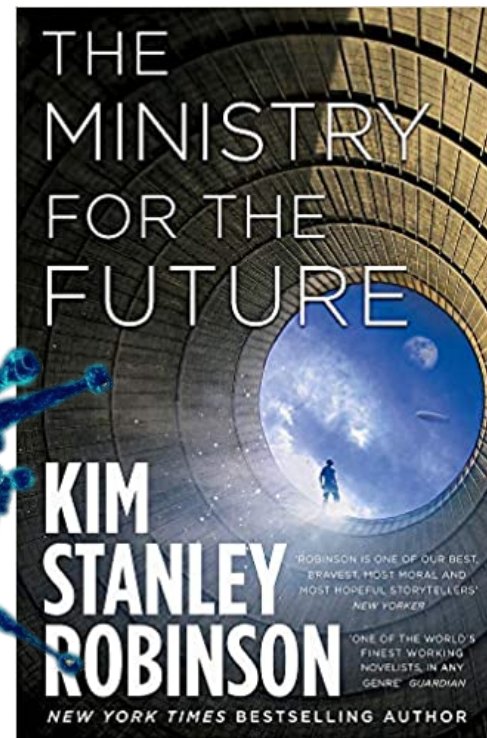
For example, by 2030:

- NoPoverty (#1)
- ZeroHunger (#2)



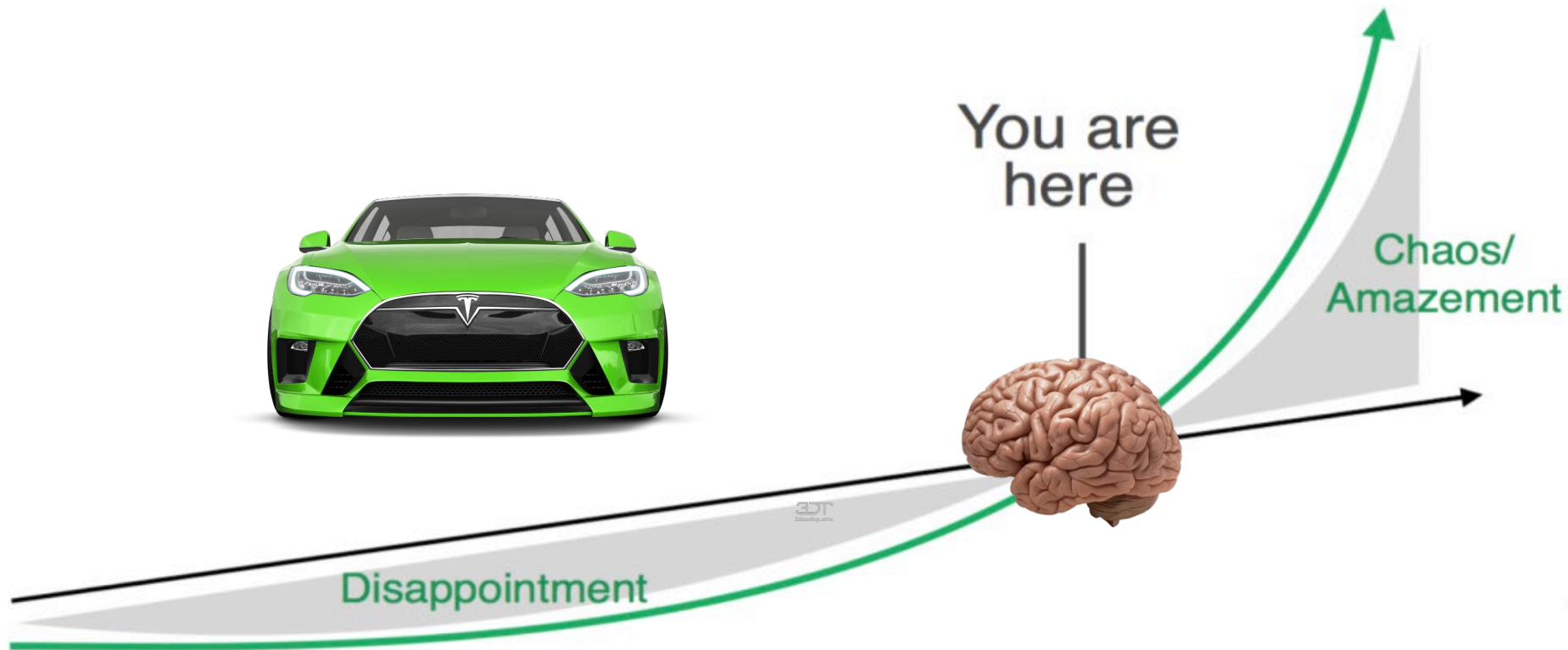


## Nassim Nicholas Taleb: *Swans Go Exponential*





# Human Brains Struggle With **Exponentials**

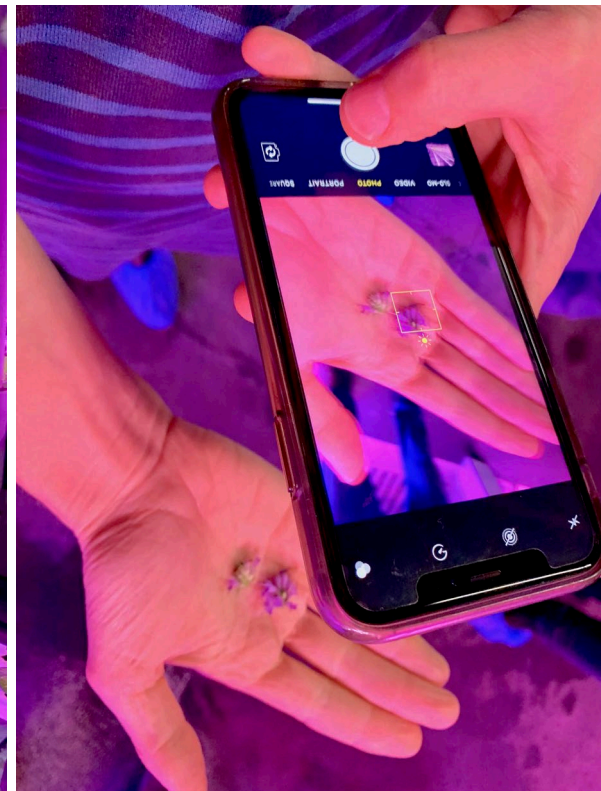
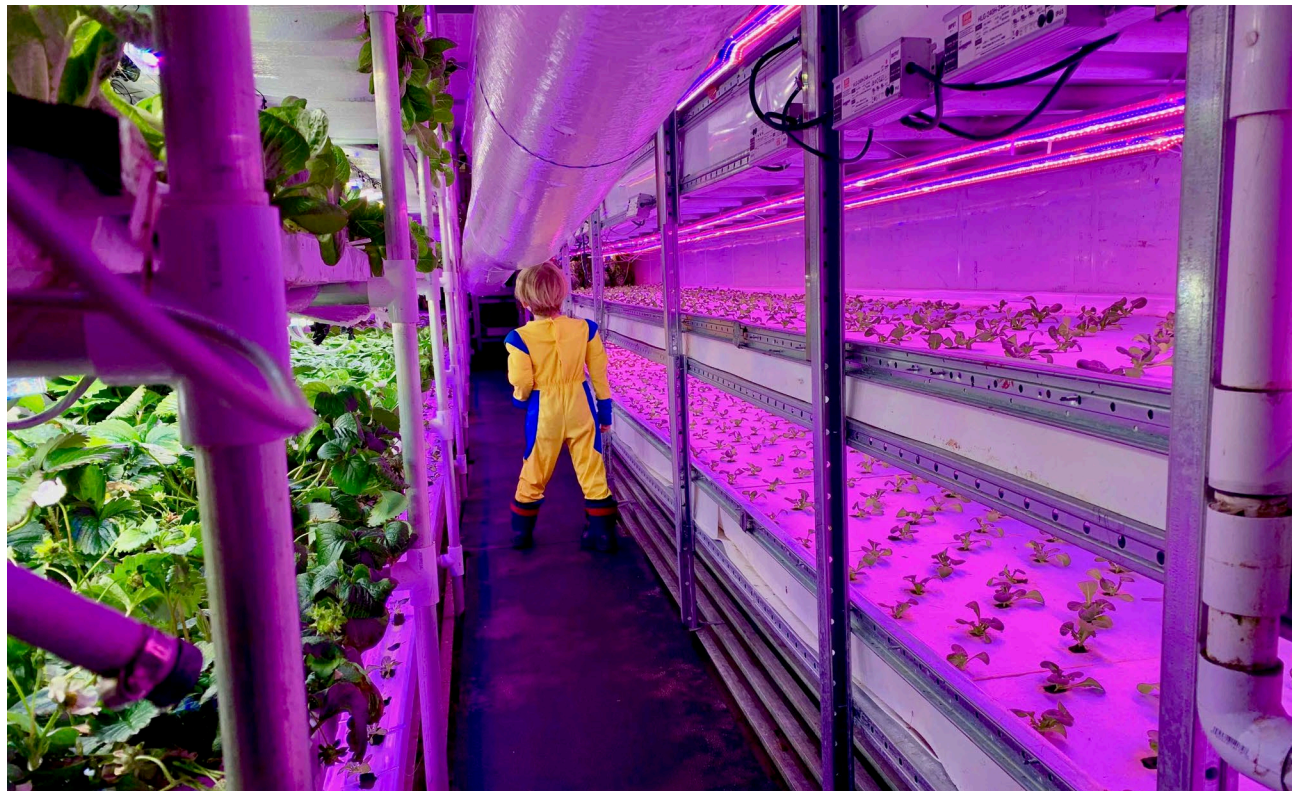




# ***THE POWER OF GREEN SWANS***



## **Cities-As-Unusual: *Vertical Farming***

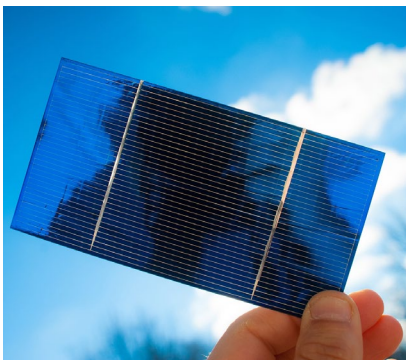




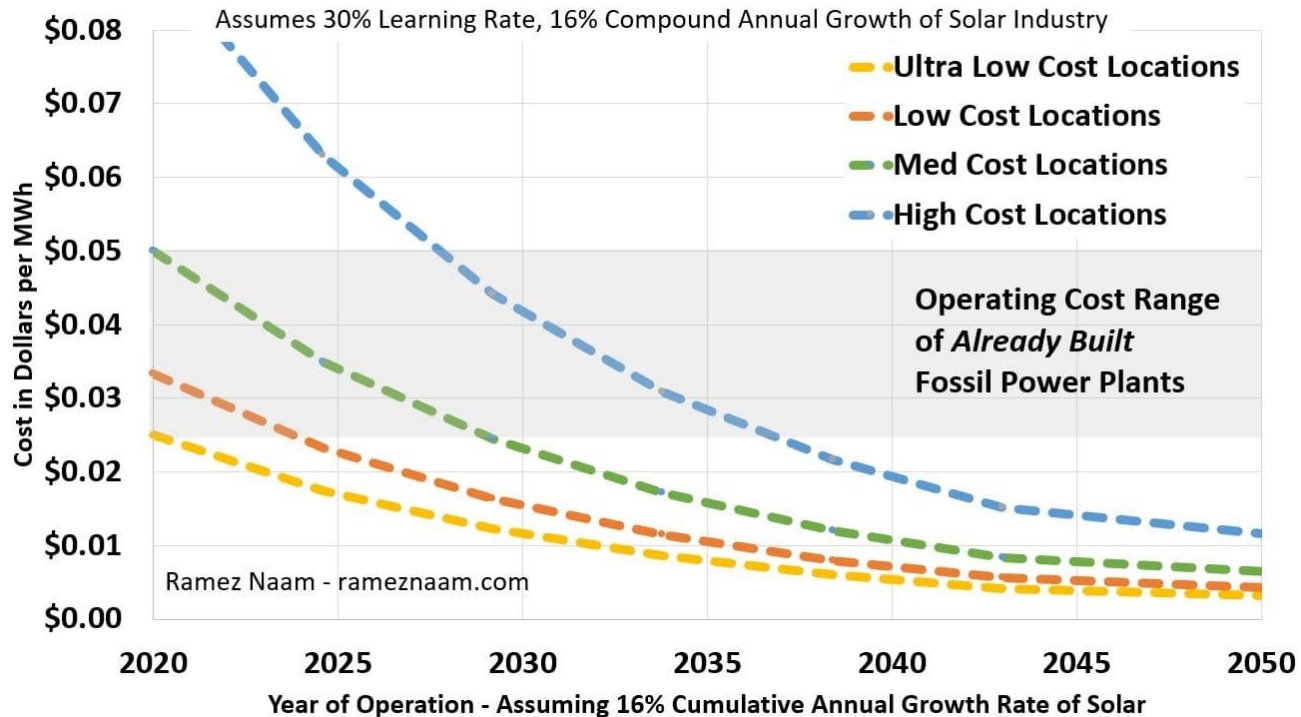
# Electricity-As-Unusual: **Renewable Energy**



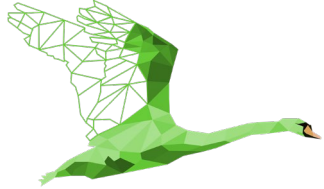
**GREEN SWANS**  
OBSERVATORY



## Future Solar Costs by Year



## ***Farming-As-Unusual: Disrupting The Cow***



**GREEN SWANS  
OBSERVATORY**

*It's not the cow—  
it's the how*





# Farming-As-Unusual: Precision Fermentation

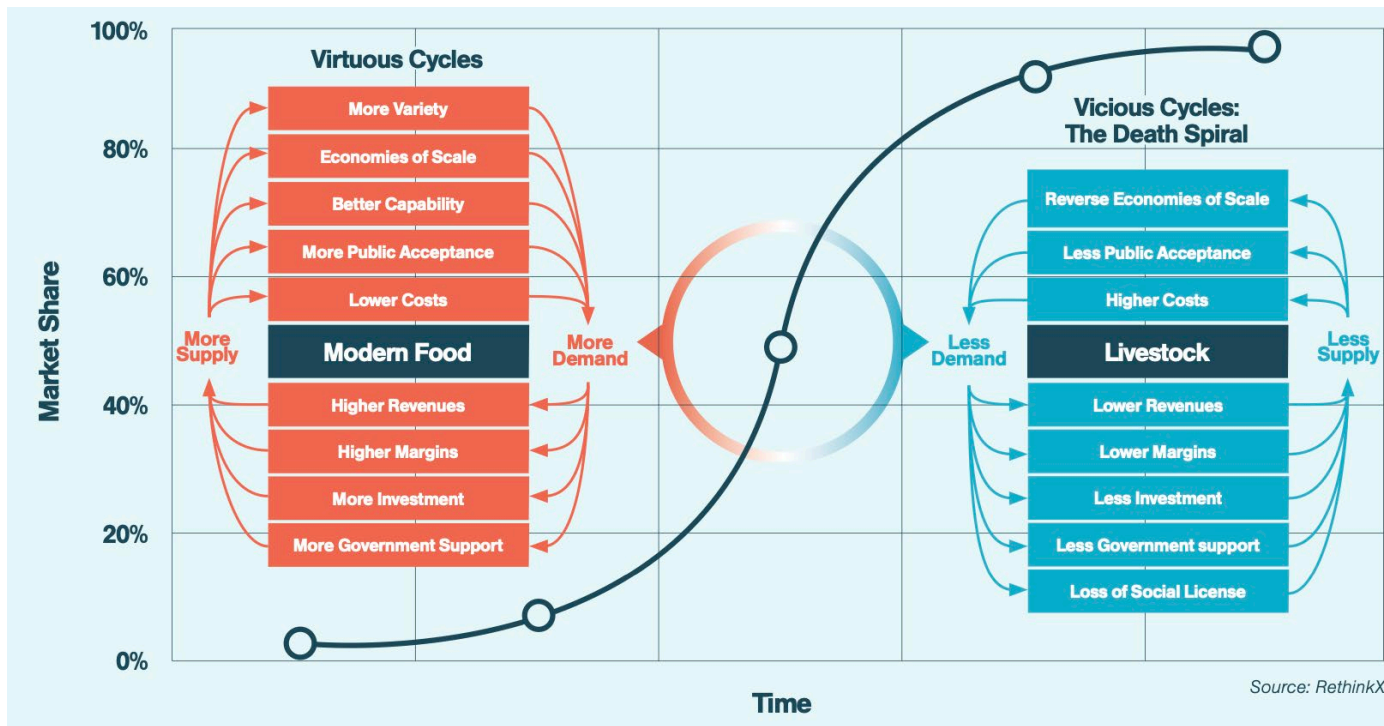




# Farming-As-Unusual: *The System Flips*



**GREEN SWANS**  
OBSERVATORY

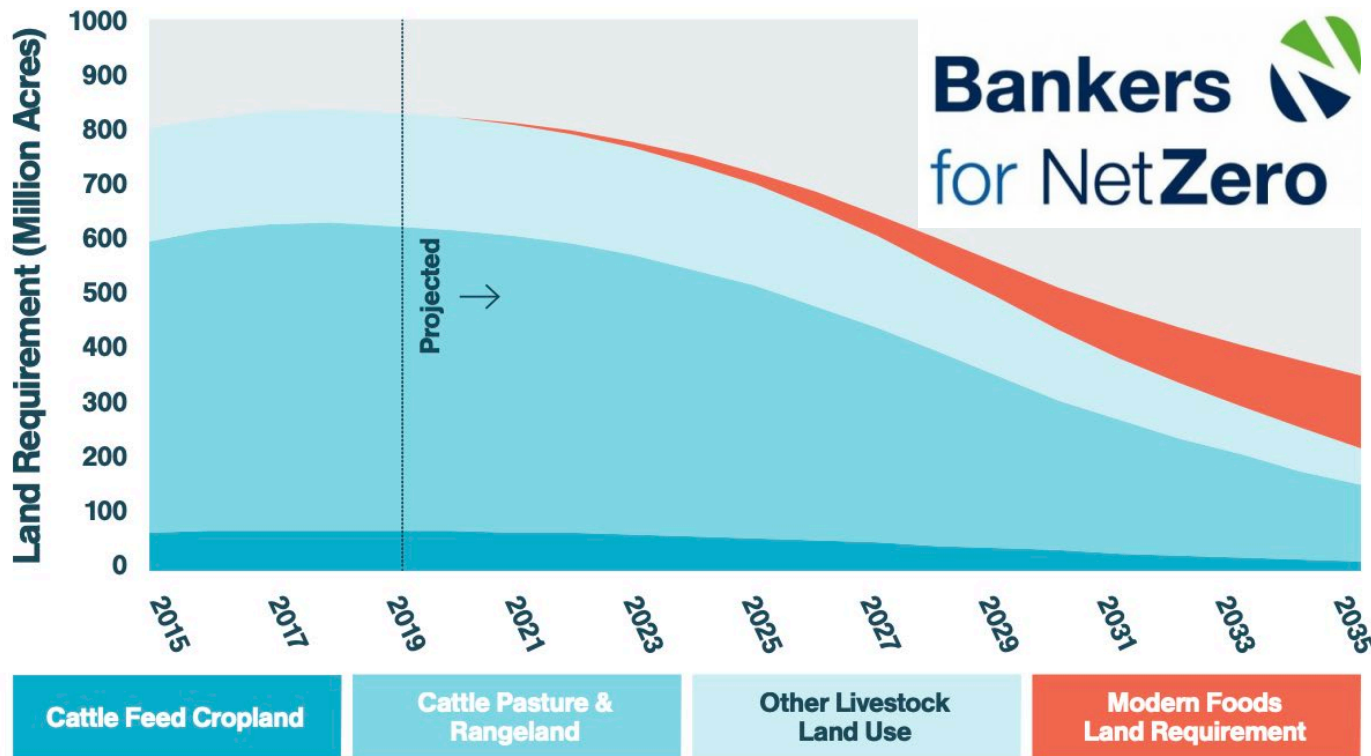




# Farming-As-Unusual: *Land Going Spare*



**GREEN SWANS**  
OBSERVATORY





# *Farming-As-Unusual*

## BEAVERS WITHOUT BORDERS

A film by

**NINA CONSTABLE MEDIA**

Presented by Sophie Pavelle



**BEAVER  
TRUST**



the  
**euRopean  
nature trust**



Source: Cassie Boca, via Pixabay

THANK YOU FOR WHAT YOU  
WILL DO

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