



Addressing Tipping Points for a Precarious Future

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Mike Barry

is Head of Sustainable Business at Marks and Spencer, helping drive forward their sustainability plan, Plan A. He believes that business is reaching a tipping point, where 'less bad' is no longer good enough. The real, practical challenges of responding to resource competition, extreme weather, new social expectations, greater transparency and new economic models based around the sharing/circular economy mean that business has to strike out and build a new, better approach, one that delivers social, environmental and economic benefit in equal measure.

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