



Ubuntu in a Climate of Change:



Lessons from the Insurance Industry



Social Responsibility, Sustainability and Shared Value



“The business of business is business”

“Corporate Social Responsibility pits business against society”

Milton Friedman (1970)



“Shared Value Creation”

“Society seen as participants in process of joint value creation”

Michael E Porter (2011)



Ubuntu

A person can only be a person through others



“Ubuntu does not mean that people should not enrich themselves. The question is: Are you going to do so in order to enable the community around you to be able to improve?”

President Nelson Mandela

**Have we
lost our
way?**



*“Simple, clear purpose and principles
give rise to complex and intelligent
behaviour.*

*Complex rules and regulations give rise
to simple and stupid behaviour.”*

Dee Hock



Lessons from the Insurance Industry

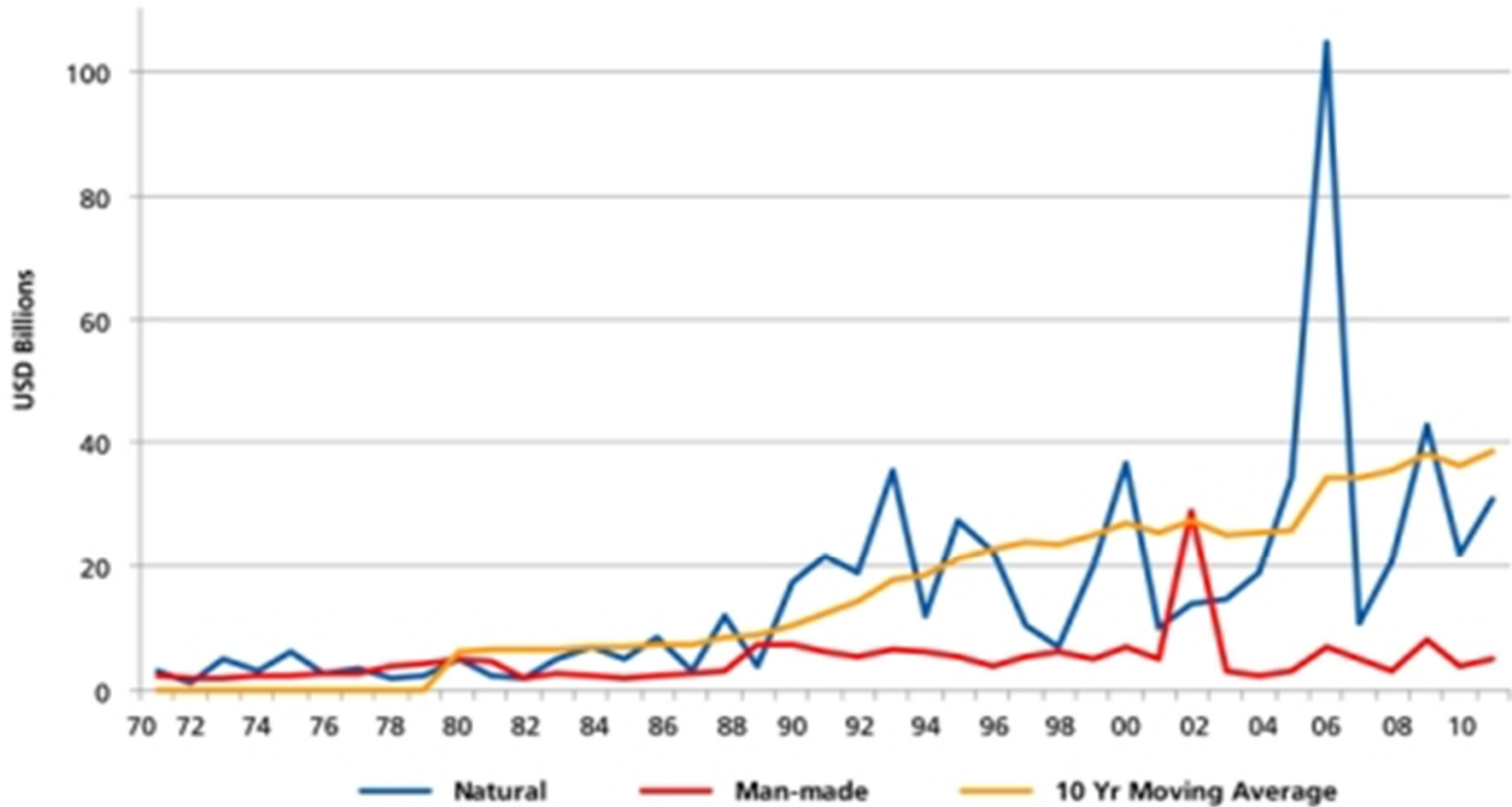


*Deon Nel, Clifford Shearing, Vanessa Otto-Menz &
Belinda Reyers*





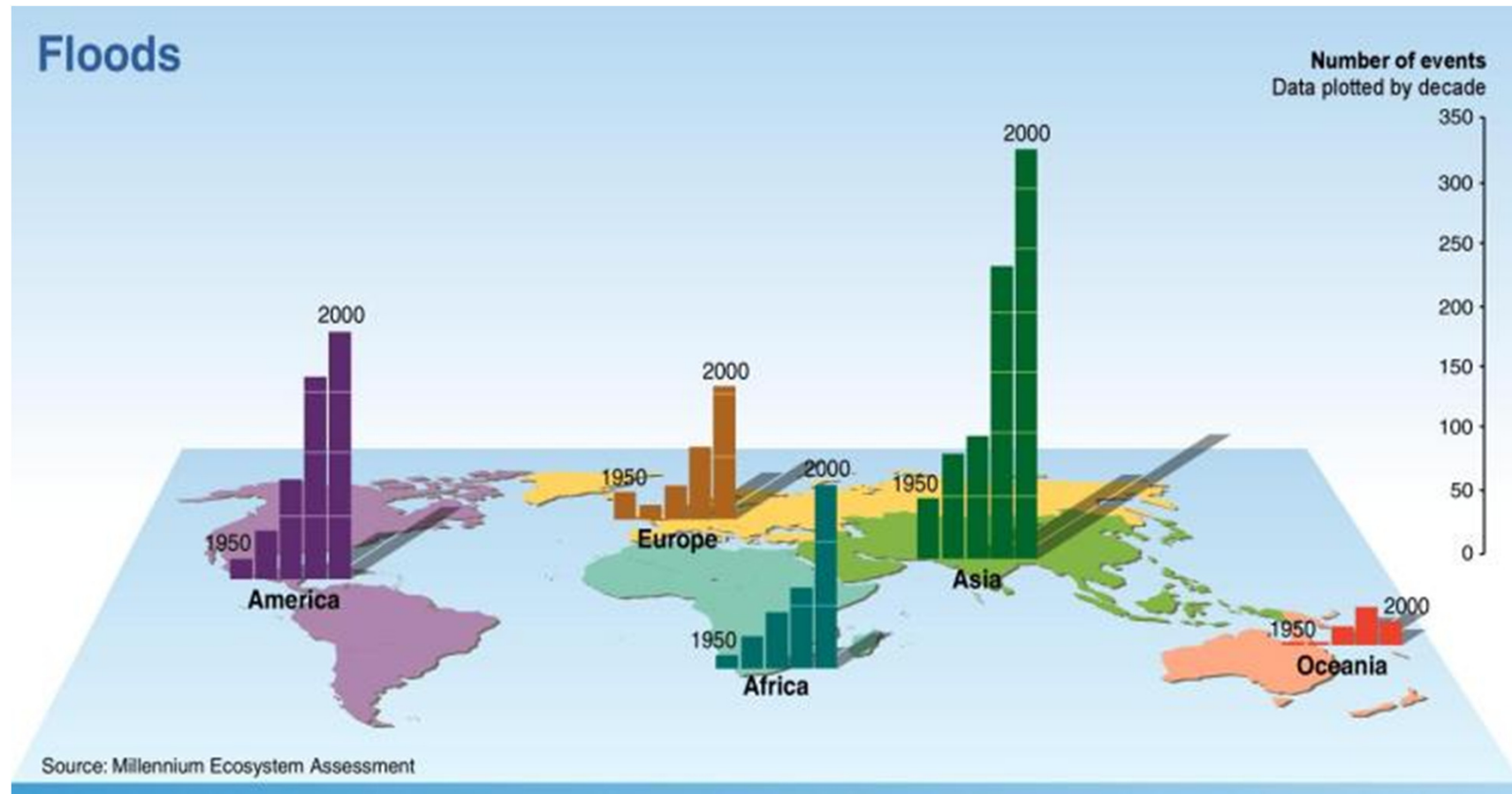
The Story of Insurance



Global Re-insurance Claims



We live in a time of unprecedented risk

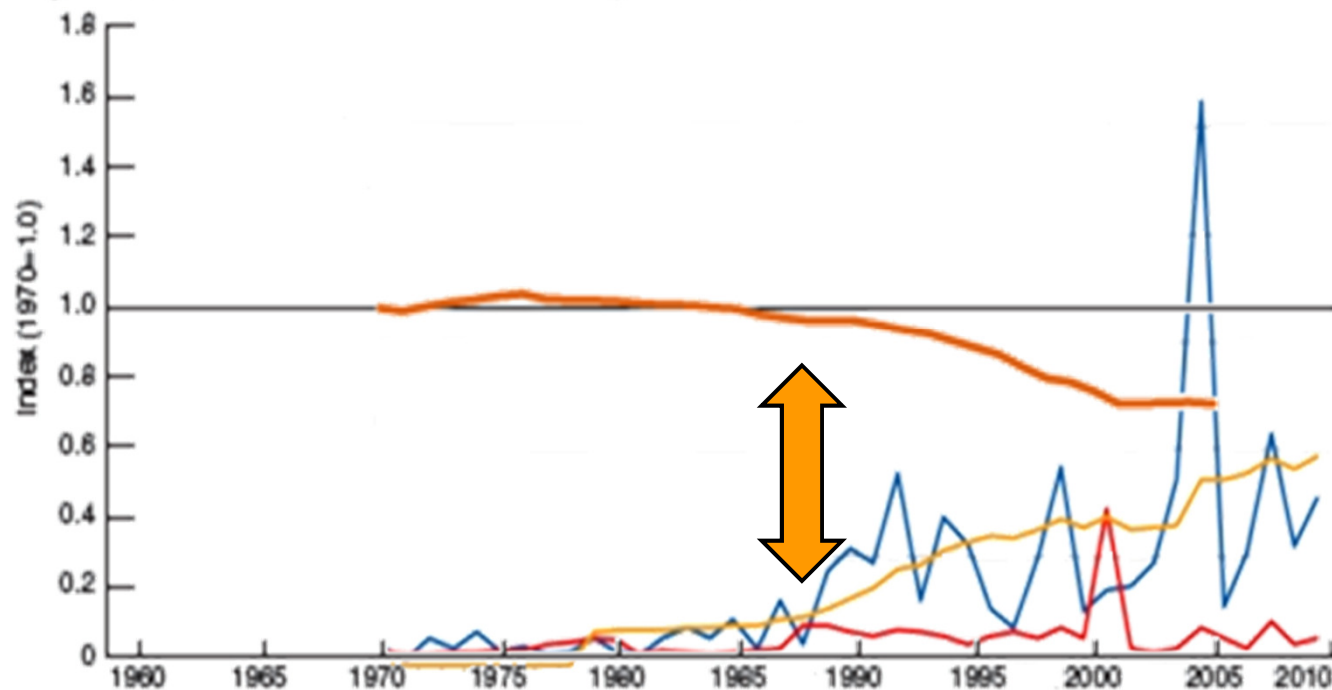




What is driving this risk?

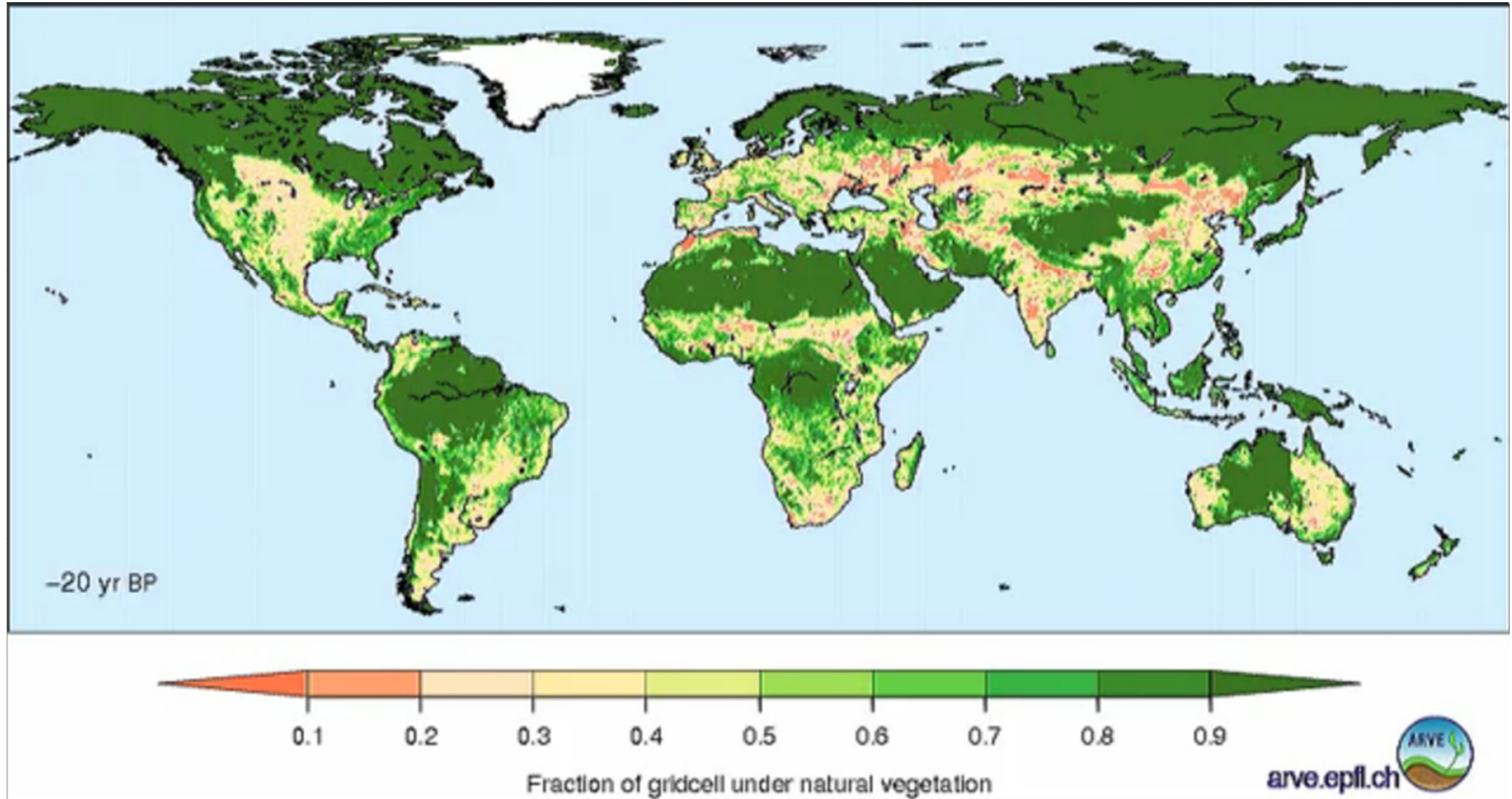
1. ↑ Exposure
2. ↑ Volatility in the system
3. ↓ Ecological Buffering Capacity

Fig. 1: GLOBAL LIVING PLANET INDEX, 1970–2005



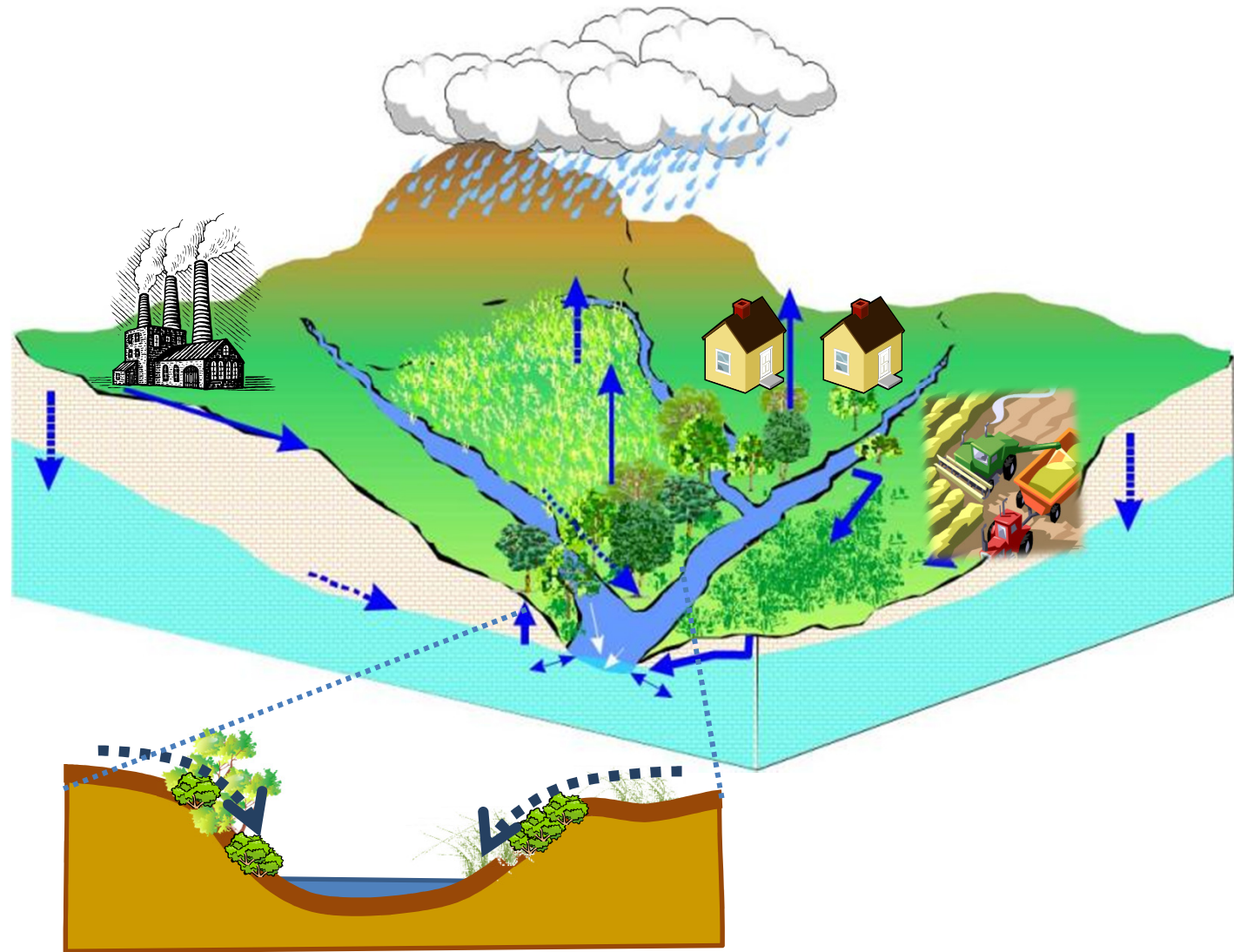


Global Land-use Changes



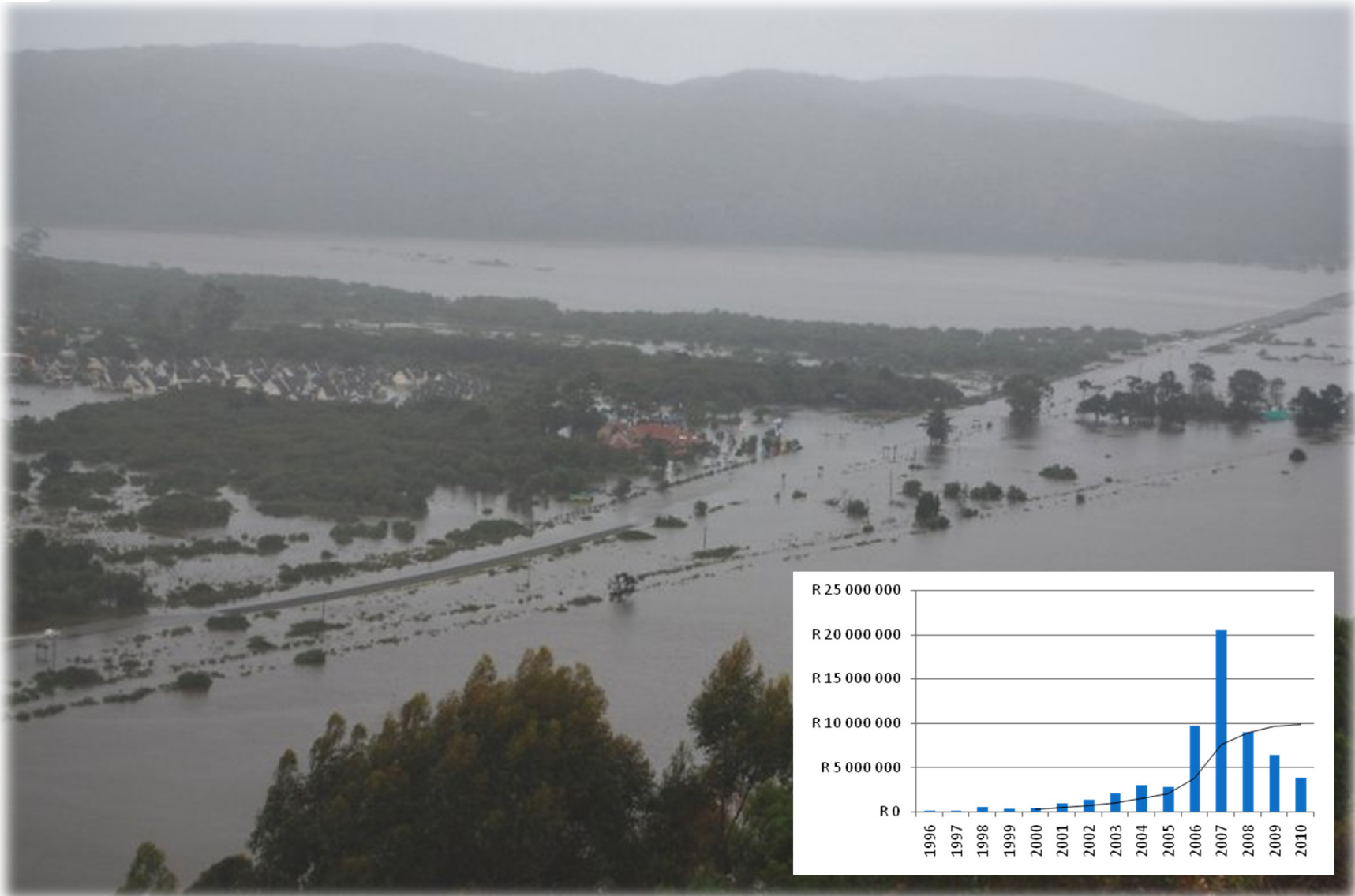


Ecological Buffering Capacity





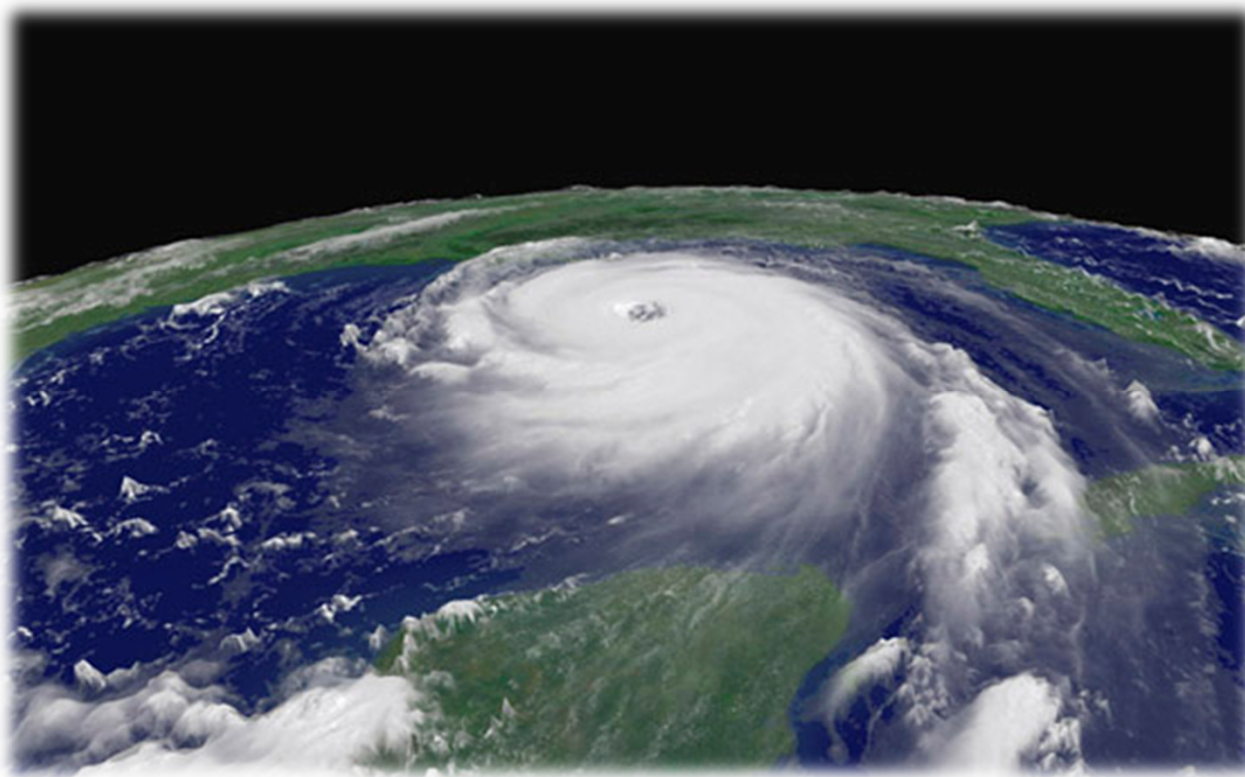
The Southern Cape Study





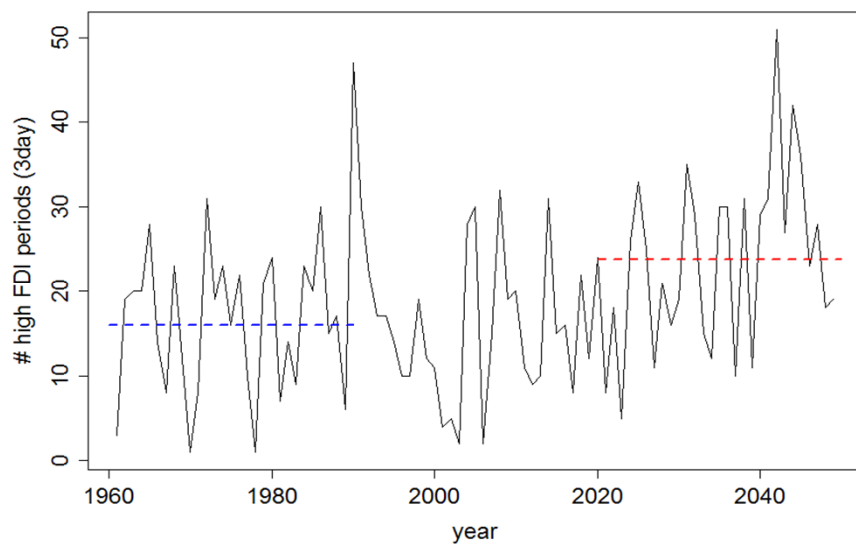
Eden Study Findings:

1. Climate change will increase risks

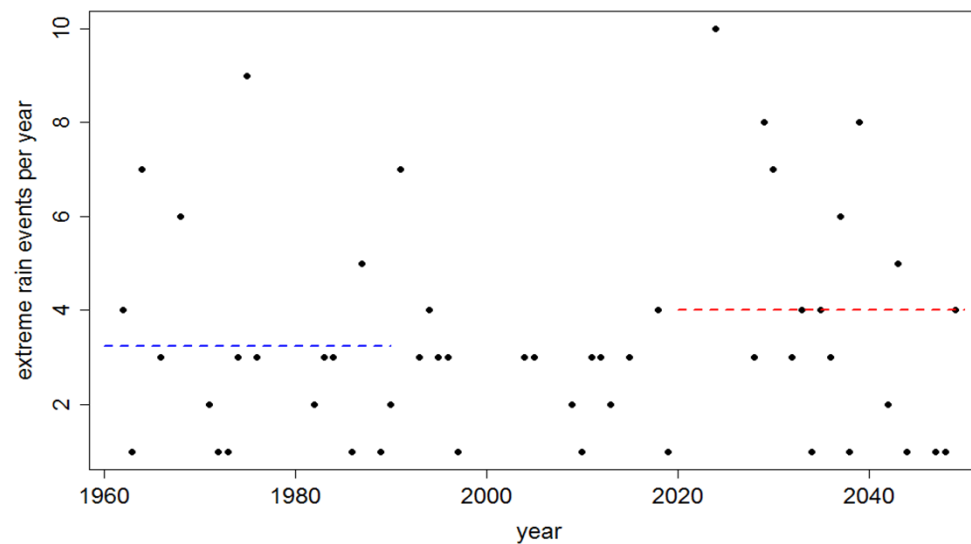




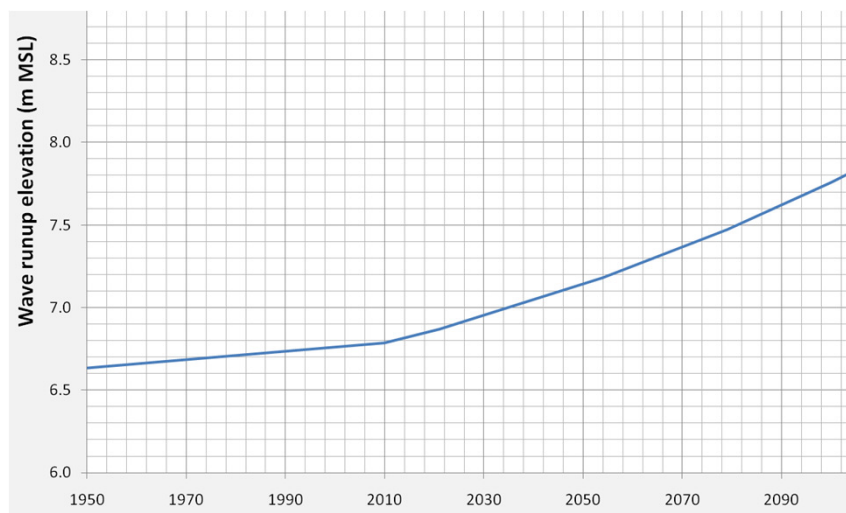
Fire Risk Days



Extreme Rainfall Events



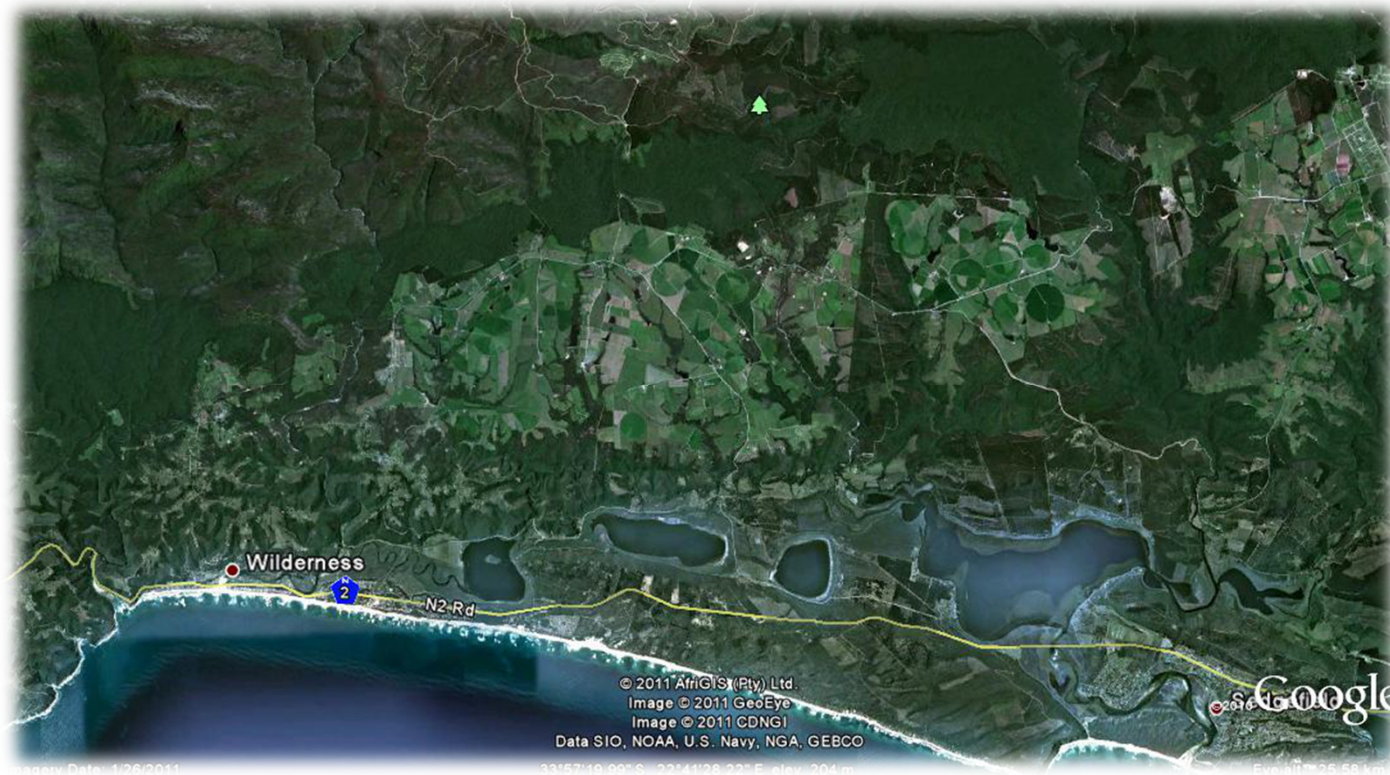
Wave Run-up





Eden Study Findings:

2. Current impacts on ecosystems have an equal or greater effect on risk





Alien Invasive Trees → Fire



Land-use → Flooding



Coastal fore-dunes → Sea storms

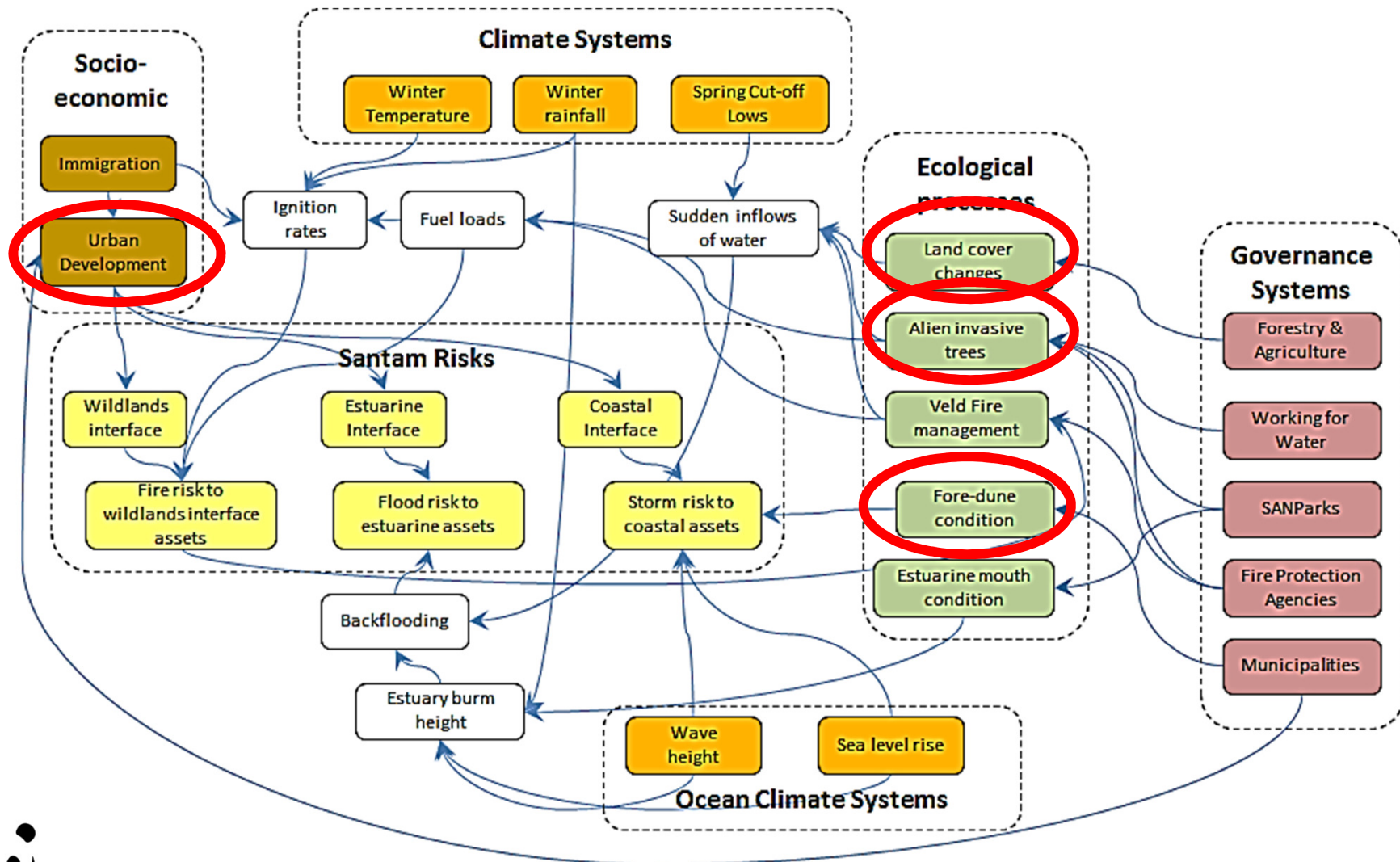




Insurance Study Conclusions:

- 1. The world is more complex than you thought....**
- 2. But you have more power than you thought....**

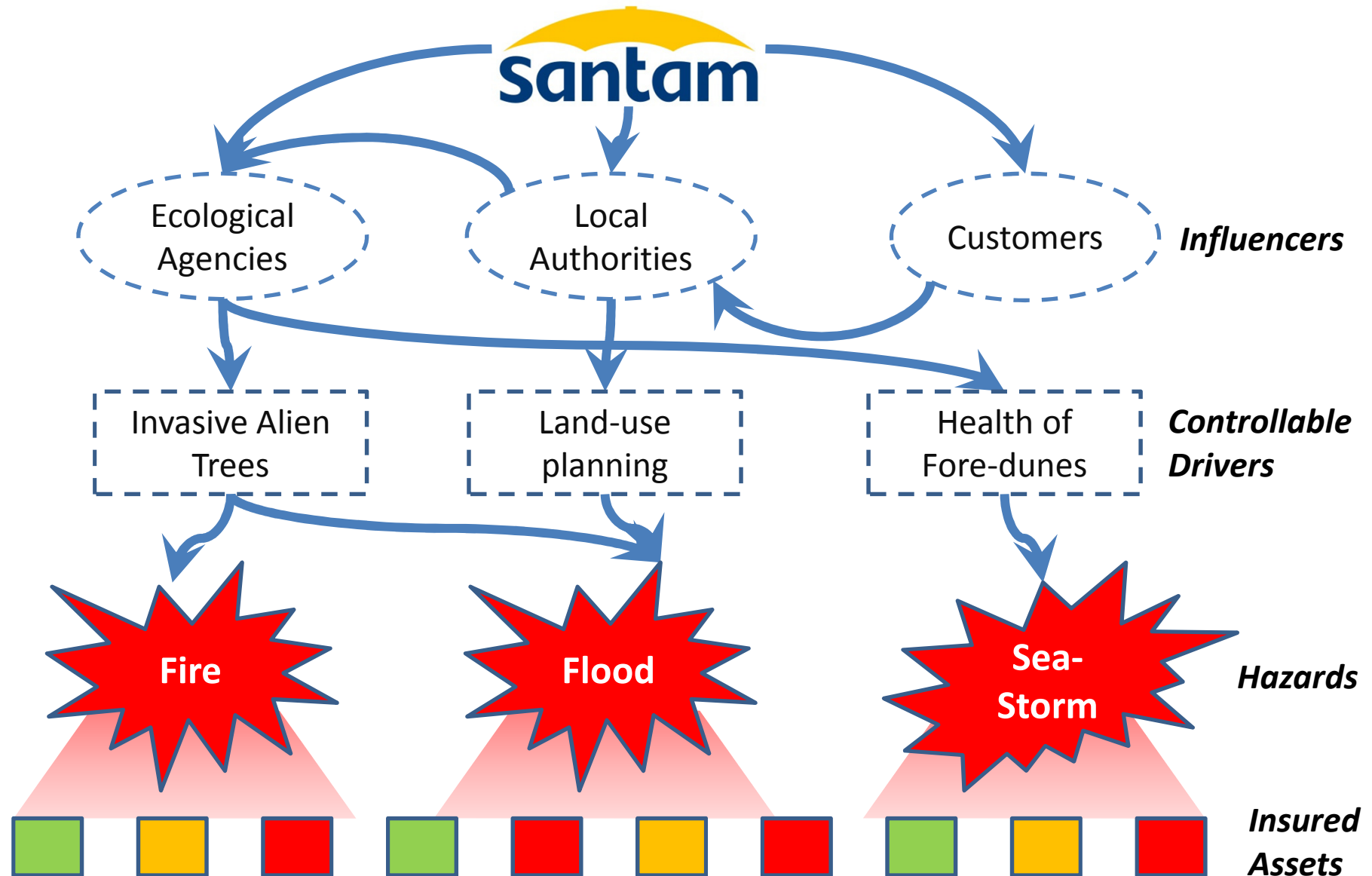
1. The world is more complex



Identify controllable drivers of risk

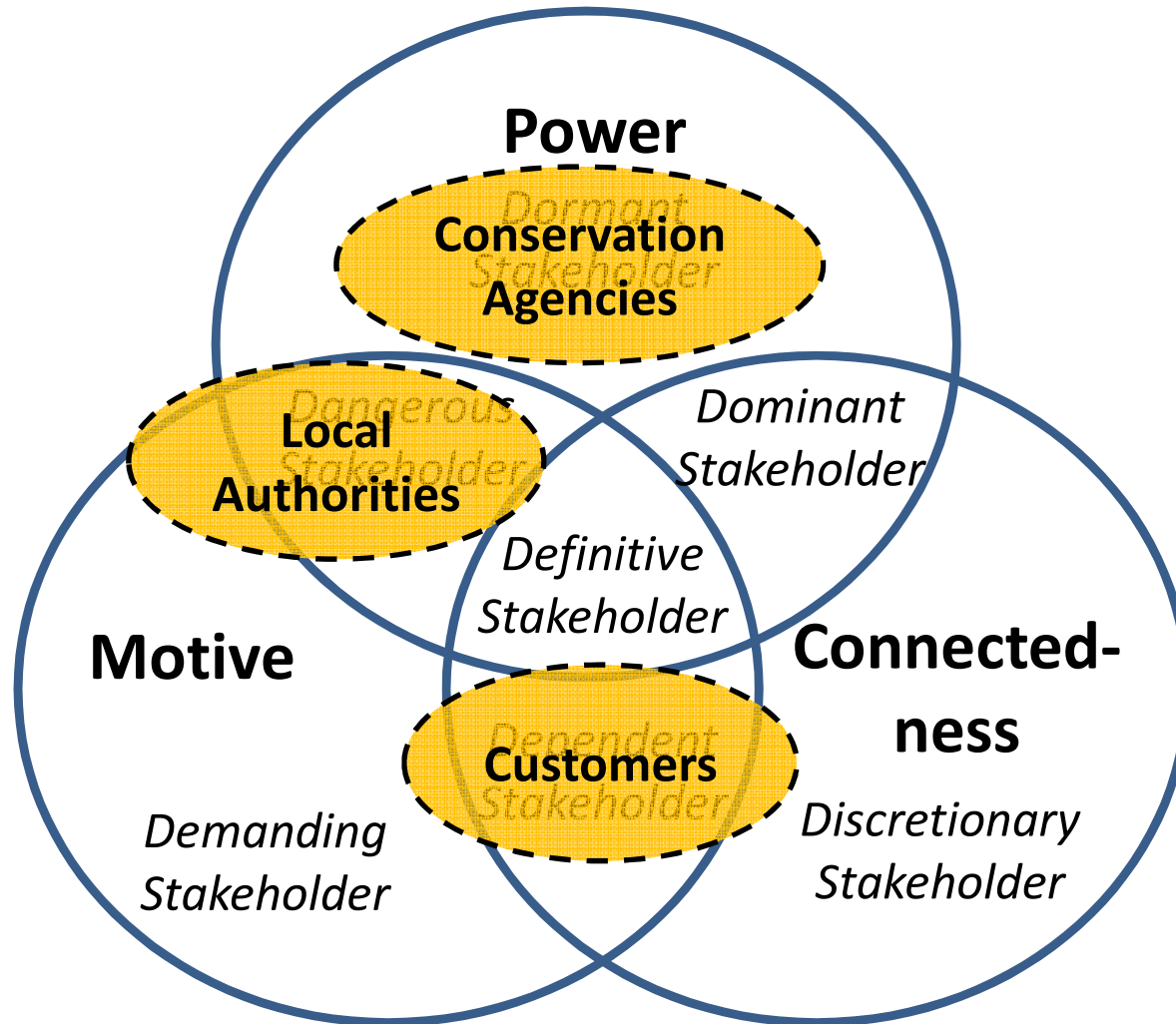


2. But you have more Power...





Engaging Stakeholders



Adapted from Mitchell *et al.* (1997)



“Everyone has a plan ‘til they get punched in the mouth”

Mike Tyson



Ubuntu of Business

1. Understand our own Motives/Risks
2. Identify leverage points for Shared Value Creation with society
3. Invest in a way that enhances the Self-organising capabilities of the system



Mobilise an engaged citizenry

