



Ubuntu in a Climate of Change:



Lessons from the Insurance Industry



Sustainability, Social Responsibility & 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

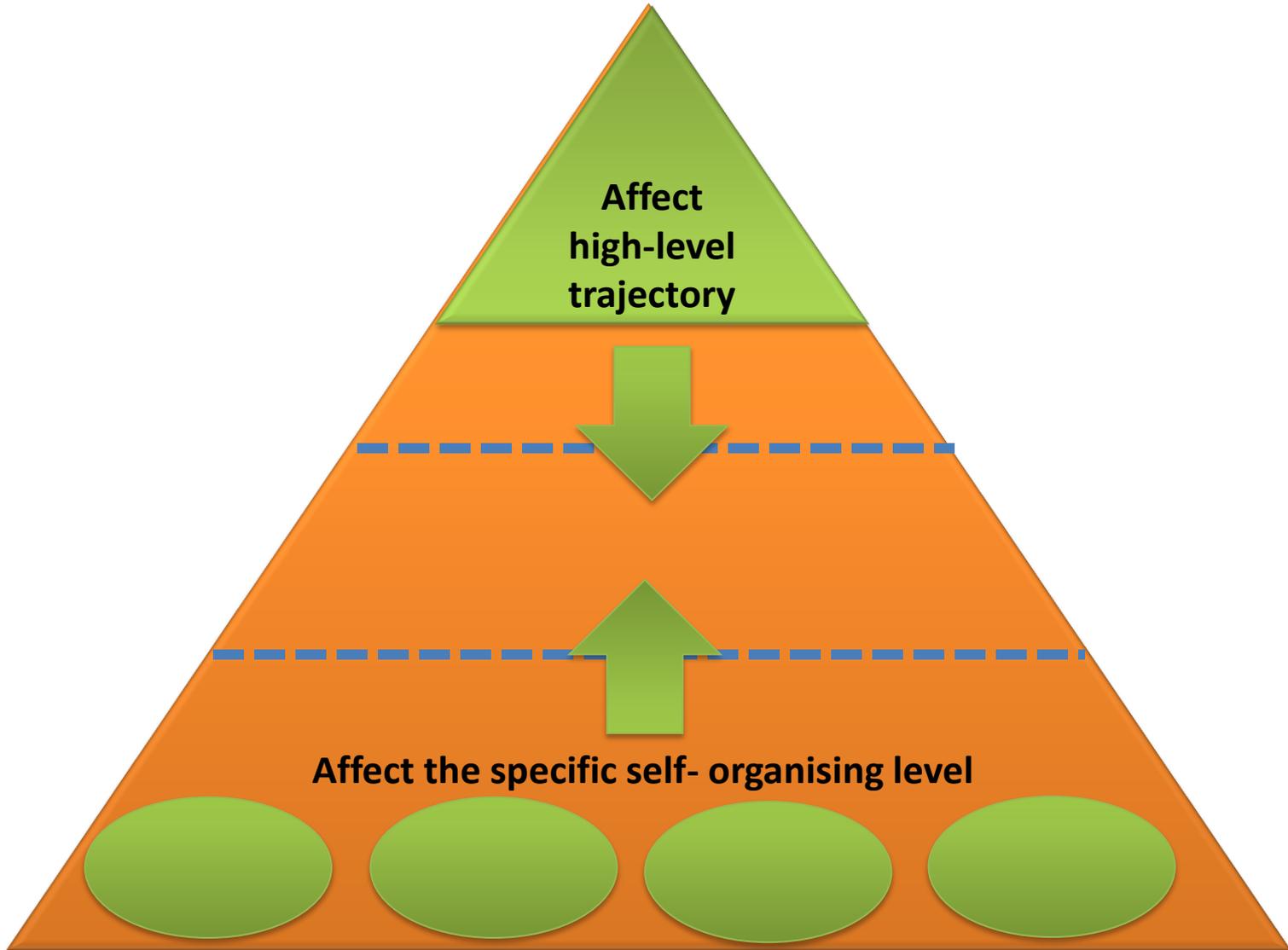


“Everyone has a plan ‘til they get punched in the mouth”

Mike Tyson

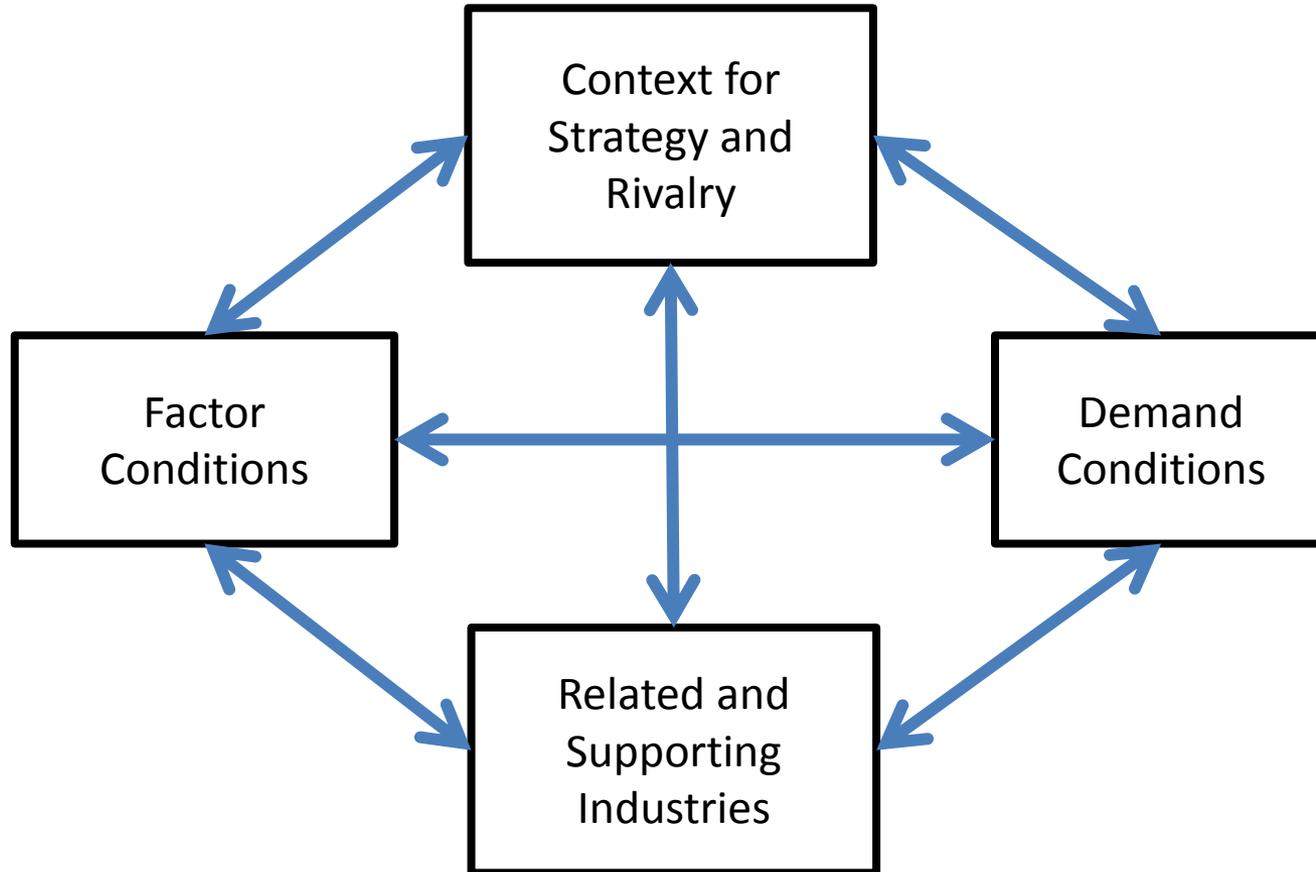


Where to intervene in a system?





Why would business listen?



Four factors that affect competitive context (Porter)



Lessons from the Insurance Industry

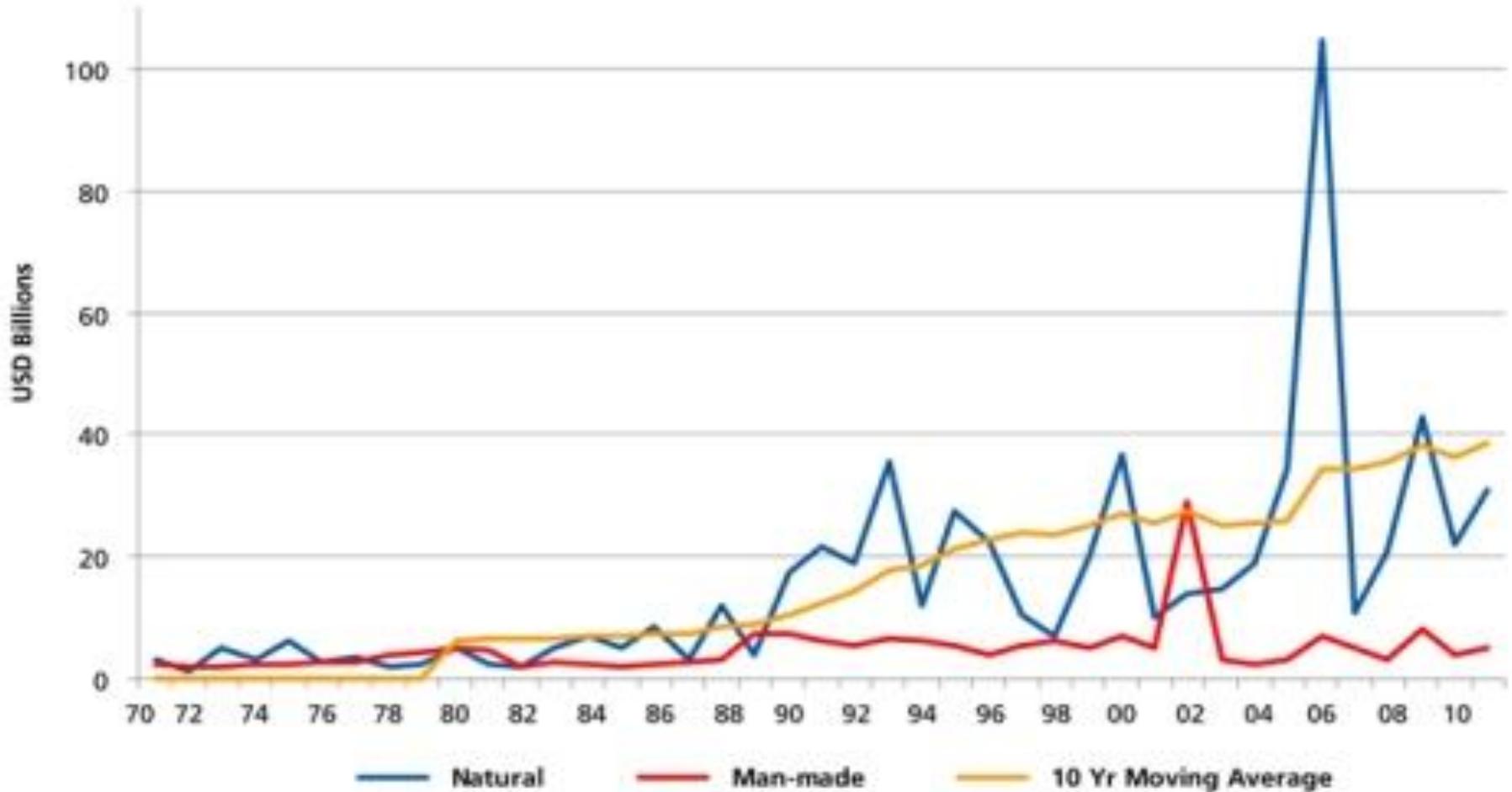


Deon Nel, Clifford Shearing, Vanessa Otto-Menz & Belinda Reyers





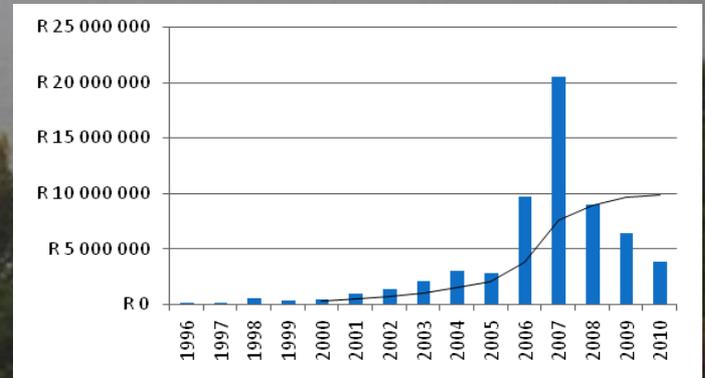
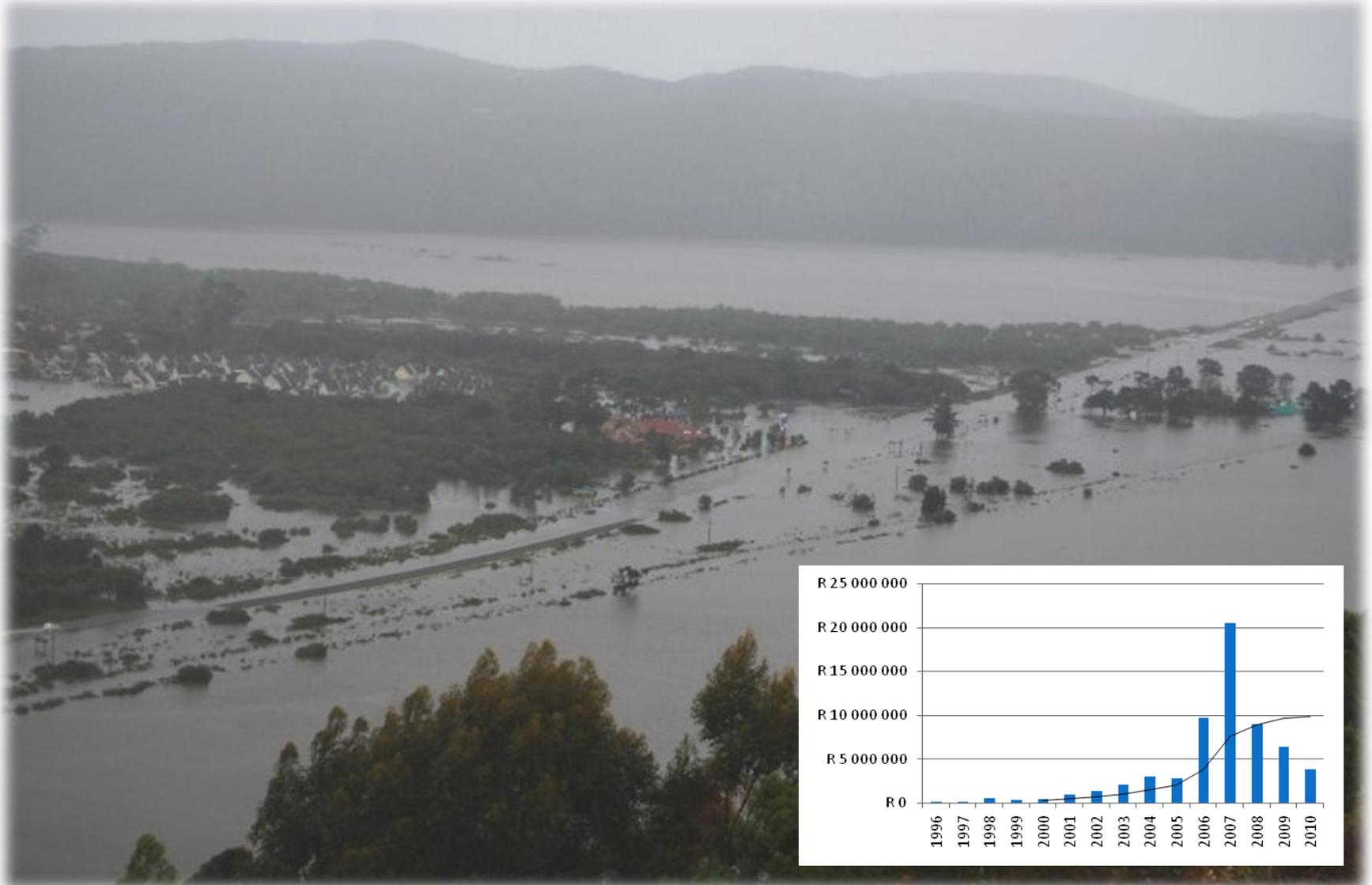
The Story of Insurance



Global Re-insurance Claims



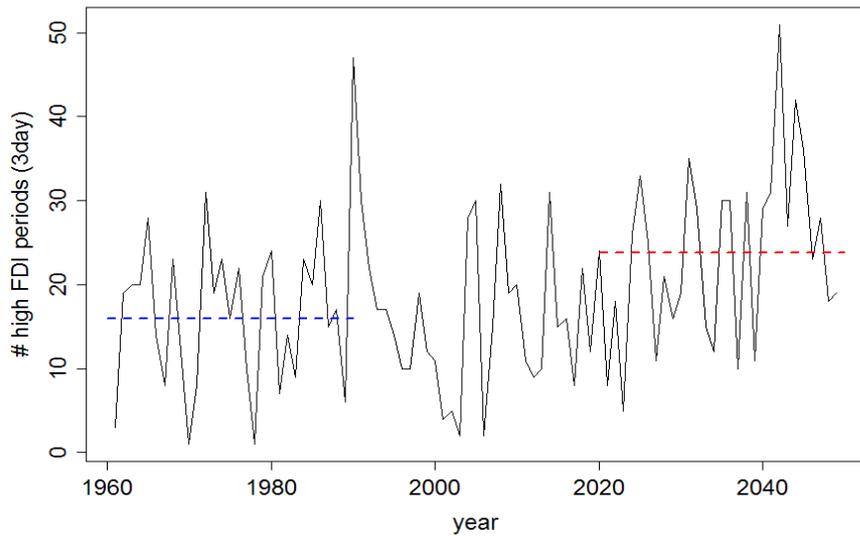
The Southern Cape Study



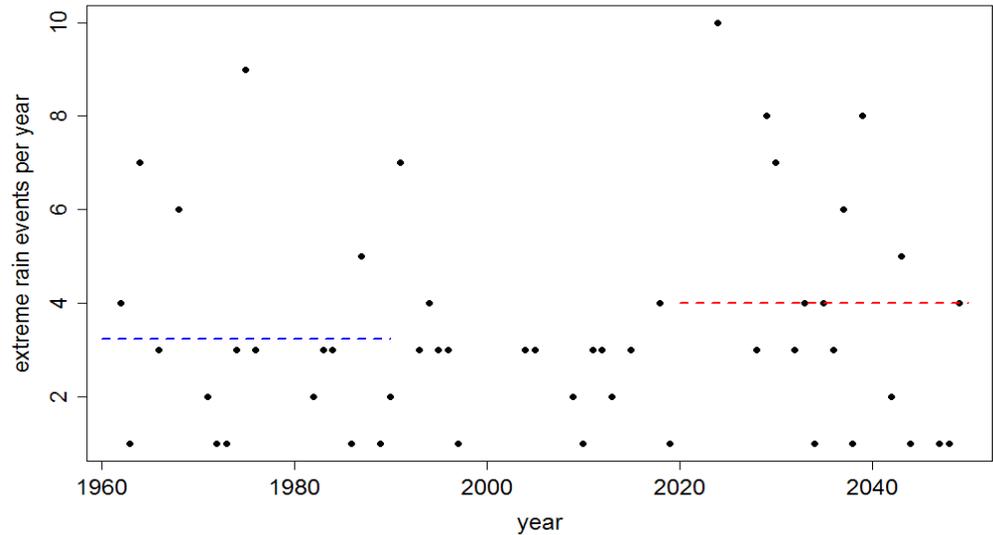


Finding 1: Climate change will increase risks

Fire Risk Days



Extreme Rainfall Events





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

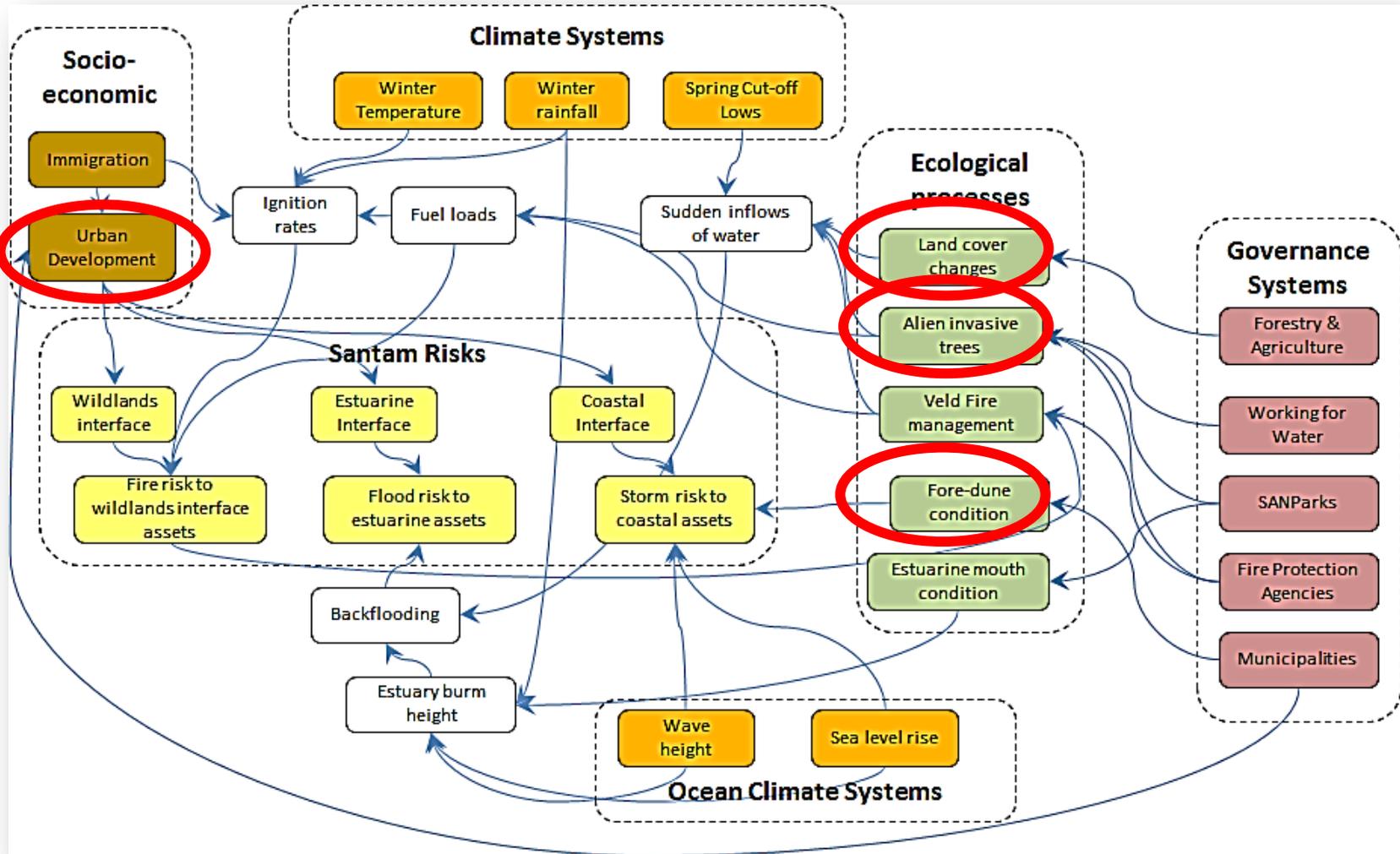
Land-use → Flooding



Alien Invasive Trees → Fire

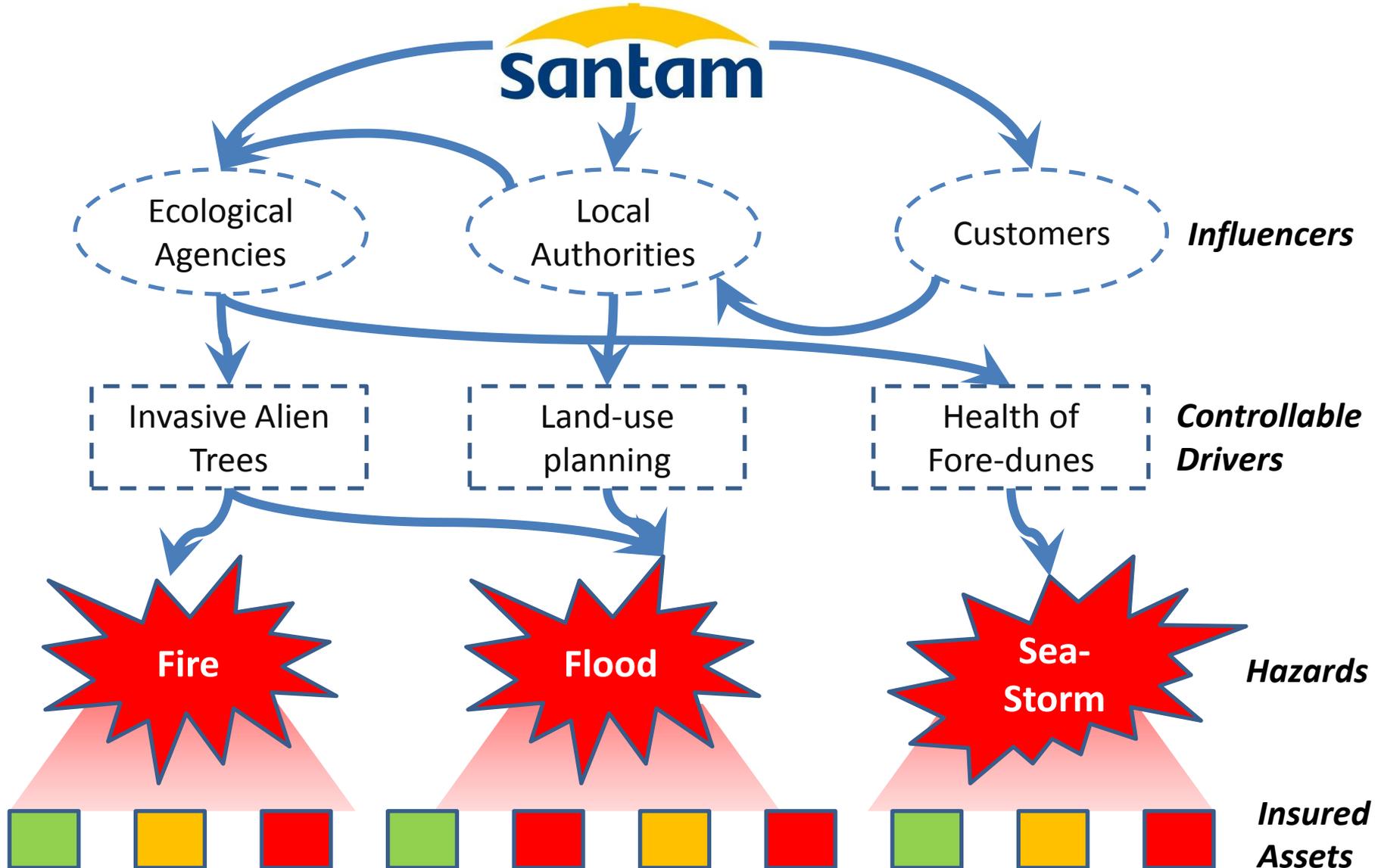


Conclusion 1. Your world is more complex than you thought...



Identify controllable drivers of risk

Conclusion 2. But you have more Power than you thought...





The Ubuntu of Business

1. Identify business Motives
2. Identify leverage points for Shared Value Creation with society
3. Use a network approach to enhance the Self-organising capabilities of the system