

**30 minutes
to more
knowledge!**



30 MINUTES

Dorothea Ernst

Sustainability

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www.linkedin.com/in/dfernst/

Know more in 30 minutes!

This book is designed for you to quickly absorb concise and well-founded information. You will be led through the book with the help of a guidance system, allowing you to capture the essentials within your personal time quota (from 10 to 30 minutes).

Short reading time

You can read the entire book in 30 minutes. If you have less time, you can focus on those sections that contain the most relevant information for you.

- **Key information is printed in grey.**
- *Numerous summaries within the chapters allow a quick cross-reading.*
- A fast reader at the end of the book summarises all important points.



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Preface

Today is a time of great change. Corona has slowed down the world, system-relevant institutions and global dependencies are now visible. This book, which was written before Corona, helps to show how good life for all can be possible in the long term.

What is sustainability? Everyone has experienced that money that is spent today will no longer be available tomorrow; that the bread I eat in the morning can no longer fill me up in the evening. **Good housekeeping is at the core of sustainability.** Sustainable action is moderate and oriented towards the well-being of all, today and tomorrow. But what is 'moderate' for you? What is 'well-being of all'? How long does 'tomorrow' last?

There are diverse answers to these questions, and they are as diverse as the people who provide them. Nevertheless, there are some anchor points that humanity has agreed upon. The 17 Sustainable Development Goals (SDGs) of the United Nations were drawn up through a long international negotiation process. They were published in 2015, to be achieved by 2030.

The Agenda 2030 goals provide politicians, companies and civil society with a common framework for action.

But how to implement these goals in companies? Can a company be profitable and contribute to the sustainable development of humanity at the same time? Is this the role of business, the task of companies at all?

The answer is: yes! Because no other form of organisation brings new ideas into the world faster and more efficiently than a company. Business is the greatest engine of change. And it is already happening. More and more companies are consciously working on the implementation of the UN Sustainable Development Goals. In this book you will learn:

- what is meant by sustainable development,
- about the role the United Nations 2030 Agenda plays on the path to sustainable development,
- how disruptive technologies could support this transformation,
- how you can contribute to sustainable development by walking the twin path of personal development and professional effectiveness.

I have been on this journey for more than 20 years. Discover with me how exciting and rewarding it is.

Dr. Dorothea Ernst