

We won't succeed without good information on the natural and human systems we need to work with.

CORE SD STRATEGY CHALLENGE

----- Positive disruptive innovations have negative global effects too, left out of the decision making -----

Scientific figures: <http://synapse9.com/SDInteg/FiguresFor'Uncounted'.pdf>, or scroll dn

SD Sustainable Development Metrics Leave Most Societal Impacts Uncounted

ISO's standards fail to honor their fiduciary duty and our human right to honest data, counting only local impacts, leaving nearly all money decision impacts uncounted and unaccountable. SD decision makers are the most hurt, kept from knowing most of what they are deciding. [ed 4] ISO International Standards Organization

Measuring earth impacts

The ISO methods of measuring business impacts generally trace business records of materials and technology, with precision. Counting only impacts known precisely, however, then leaves uncounted the great majority of business ESG impacts which are distributed. Even the information on precisely measured impacts are mostly not passed up supply chains along with the products purchased. Top level purchase decisions are then made without true information on the responsibility for ESG impacts that comes with those decisions.

ESG Environment, Society, Governance factors The largest of uncounted direct business impacts are in paying for the consumption of business people and government services, that are diffuse and not traceable, but easy to estimate for scale statistically. Those impacts are most often considerably larger than the precisely measurable ones, so what decision makers don't know is much larger than what they do (SEA¹).

SEA Systems Energy Assessment The SEA study showed their scale for even a technology business like a wind farm was many times what is can be traced! It also showed the true scale of those diffuse impacts can be first estimated from global averages as proportional to their cost and then corrected for local differences.

The negligence that results

Investors, choosing how the economy develops for greatest profitability are then making decisions only for profit to themselves having almost no information on the costs to the earth and society. The ISO

¹ Henshaw et al Systems Energy Assessment (SEA). Sustainability 2011, 3(10), 1908-1943; doi:10.3390/su3101908

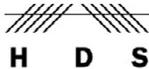
rules would tell them to estimate their costs to society as 'zero', when "average" would be far more accurate. So taught to ignore costs they can't trace their choices tend to maximize, *not minimize*, costs to society, one major cause of the escalating disaster risks we face, and discontinuity of our cultures.

SDG Sustain. Goal Guidance Syst. World OWG UN SDgoals Open Working Group A method for correcting these flaws is outlined in the *World SDG* presented to the UN during OWG7. It has been seen as quite sensible by many but meets institutional resistance and financial opposition. So we need to raise an alarm, that if we do learn to measure the costs we'll have a sound way to steer the SDG's, and if we don't the project is truly headed for disaster.

10 Major UN, Gov & NGO Institutions I've made a great effort to contact the lead organizations responsible, the ISO, OECD, World Bank and even the FSB, as well as UN agencies UNEA, UNEP, UNEP-FI, NGLS, UN Statistical Office and others. I've also repeatedly approached responsible private institutions like SDSN, WRI, GHG Protocol, CSR among numerous others. No one wants to change, and their funding sources do seem to prohibit even considering it.

Comprehensive Sust. Reporting CSR If sustainability has indeed been allowed to become a design for evading rather than taking responsibility for society and the earth, either misguided by accident or intent, it is certainly now time to do something about it. If you don't know the impact figure it's "average" and ask someone to do the math!

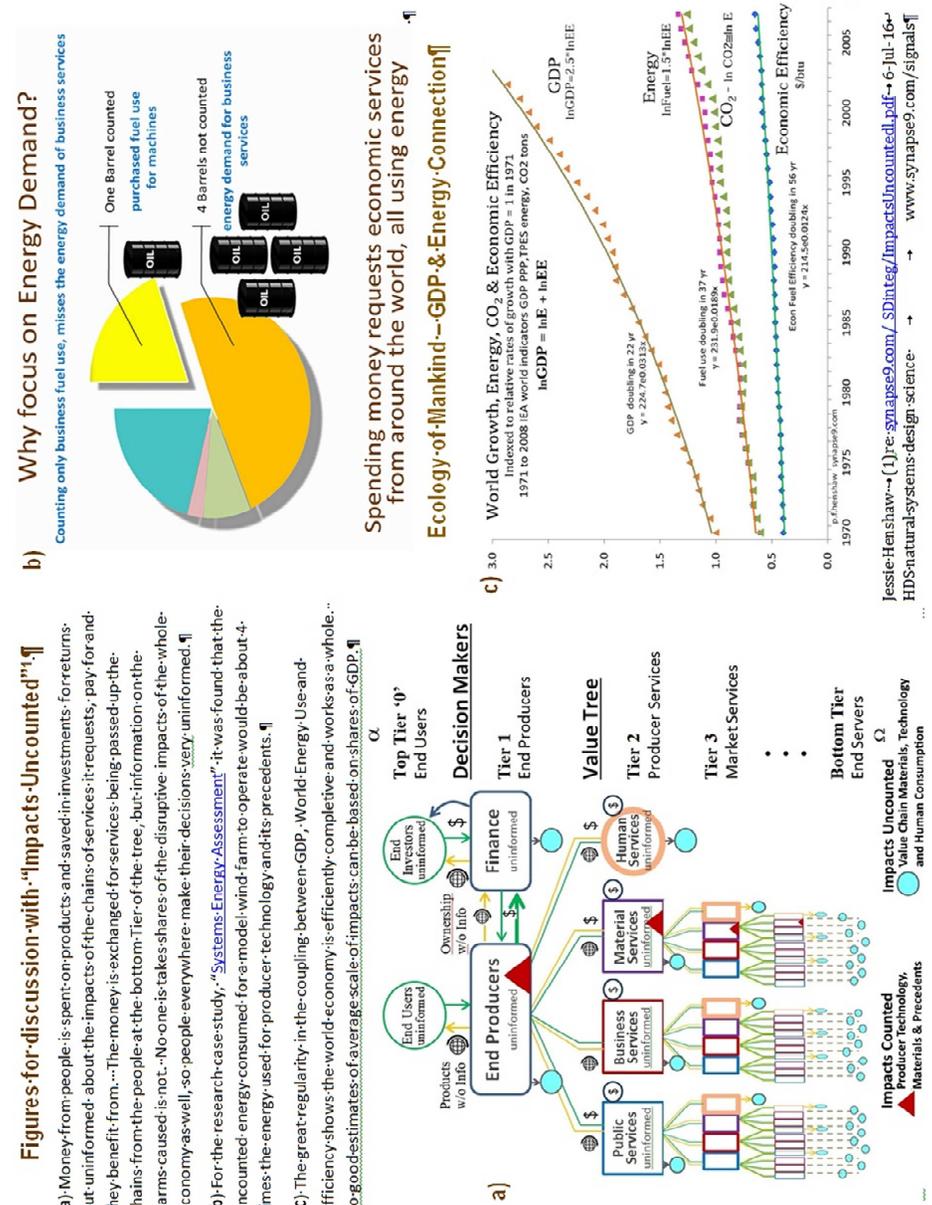
Jessie Henshaw - 24-Jul-16
HDS natural systems design science
www.synapse9.com/signals
sy@synapse9.com



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Jessie Henshaw - 11-Jul-16
HDS-natural-systems-design-science
www.synapse9.com/signals