

Index

- Added value configurations 24
- Aeromobility 18
- Airlines 7, 18, 30, 48–52, 55, 60
 - Aer Lingus 52
 - BMI 52
 - BMI Baby 52
 - British Airways 49
 - easyJet 49, 52
 - Go 49
 - KLM 50
 - Low-cost carriers market share 51
 - Ryanair 7, 44, 45, 48–52
 - Southwest Airlines 7, 26, 30, 45, 48–52, 55
 - The Star Alliance 50
- Amancio Ortega 56
- Amazon 90, 112, 114
 - Kindle 114, 115
- Andrew Carnegie 44
- Anita Roddick 54, 55
- Anvil Knitwear 108
- Apache 136
- Apple 44
 - Apple iPhone4 136
 - Steve Jobs 44
 - Tim Cook 44
- Arab Spring 4
- Asia 47, 51, 67
- AT&T 122
- Austerity 15
- Australia 106
 - Institute for Sustainable Resources 106
- Automobility 8, 9, 39, 90, 91, 124–32, 135, 137, 140, 141, 143, 144
- Automotive industry 24, 29, 43, 53, 66, 67, 86, 122, 125–32, 135
 - Detroit 20
 - Material consumption 12
- Bali 13
- Barns and Noble 114
 - Nook 114
- Benetton 56
 - United Colours of Benetton 56
- Betamax 38
- Better Place 85–6, 131
- ‘Black swan’ concept 4
- Bill and Melissa Gates Foundation 69
- Bio-plastics 8, 121–4
- Bio-refineries 118
 - Blair, Nebraska 123
- BMW 29
- Body Shop 7, 45, 54–5, 103
 - Anita Roddick 54, 55
 - Fairtrade 54
 - L’Oreal 55
- Boeing 70
 - Seattle 70
- Brazil 91, 121–4, 126
 - Brasken 122
 - In-Bev 94
 - Piracicaba 122–3
 - APLA 122
 - Case New Holland 122
 - Centro do Cana Tecnologica 122
 - Cosan 122
 - Federal University of Sao Paolo 122
 - Hyundai 122
 - Polo de Biocombustíveis 122
 - Sao Paulo 122
- Brewing 8, 90, 91, 93–100, 111, 139
 - Brewpubs 93, 95, 96, 98, 99
 - Microbreweries 8, 85, 93–100
- British Airways 49
 - Go 49
- British Petroleum 31, 88, 132
 - Gulf of Mexico 88

- Brussels 19
- Business models 1–9, 12, 13, 15, 17, 18, 22–42
 - Assets 7, 25, 26, 96, 104, 112, 120, 129
 - Clicks not bricks model 30, 45, 46–8, 63
 - see also* Dell
 - Components 8, 26, 63–89, 97, 98, 105, 106, 113, 121, 128, 130, 141–4
 - Circular value systems 8, 67, 82–8
 - Design for remanufacture 8, 73, 82–3, 98, 106, 113, 121, 130, 143, 144
 - Incumbents' curse 25, 27
 - Network value creation systems 8, 26, 84, 98, 106, 113, 121, 130, 143, 144
 - Open source innovation 8, 26, 52, 84–5, 98, 106, 113, 114, 121, 128, 130, 143, 144
 - Product–service systems 8, 26, 30, 38, 45, 52–3, 80, 81–2, 98, 100, 106, 113, 121, 129, 130, 134, 135, 143, 144
- Definition 22
- Enduring 3, 7, 24, 25, 58, 64, 72
- Ethical 7, 45, 54–5, 103, 104, 132
- Fast fashion 55–7, 100, 102, 103
 - see also* Zara
- Governance 12–14, 25, 26, 34, 74, 78, 79
- Hook and bait model 7, 45, 57–9
 - see also* Gillette
- Industrial ecology perspective 7, 22, 23, 30–35, 87, 135–8
- Innovation 2, 7, 25, 28, 29–30, 43–62, 63, 64, 90, 98, 138–40
- Longevity 6, 8, 26, 65, 66, 96, 112, 120, 129, 131, 142, 143
 - Corporate 63, 71–2, 104, 120
 - Product 52, 66, 67, 72–3, 81, 104, 109, 127, 130, 137
- Low-cost airline model 7, 30, 48–52, 60, 61
 - see also* Ryanair
 - see also* Southwest Airlines
- Overlapping business models 26, 85–6, 132
- Principles
 - Ethical sourcing 8, 14, 26, 65, 73–5, 92, 95, 104, 112, 120, 129, 142, 145
 - Localisation 6, 80, 103, 105, 107, 120, 142
 - Longevity 6, 8, 26, 65, 66, 96, 112, 120, 129, 131, 142, 143
 - Resource efficiency 8, 26, 31, 65, 66–8, 96, 104, 112, 117, 120, 129, 141, 142
 - Social relevance 8, 25, 65, 68–70, 92, 95, 100, 104, 112, 120, 129, 134, 141, 142
 - Work enrichment 8, 26, 65, 75–7, 96, 104, 112, 119, 120, 129, 142, 143
- Renewable resource business models 26, 87, 107, 134
- Socially extended business models 26, 86
- Supply chain structure and management 25, 31, 54, 55, 59, 60, 74, 78, 82, 85, 92, 96, 101, 104, 108, 112, 120, 126, 129, 137, 141
- Value creation and capture 7, 17, 26, 84, 85, 96, 104, 112, 113, 120, 129, 143
- Vertical disintegration 25, 78, 79
- Vertical integration and assets 7, 59, 60, 104, 141
- Cadbury 55, 57
 - Devine Chocolate 55
- CAFOD 74
- Campaign for Real Ale 94
- Carbon emissions 11, 15, 71, 77, 78, 79, 98, 99, 121, 122, 132
- Carbon Motors 131
- Car2Go 132
- Case New Holland 122
- Caterpillar 105
- Catholic Church 87
- Chicago 111
- China 39, 48, 66, 67, 83, 91, 100, 126

- Elections 2
- Christian Aid 74
- Christian Louboutin 57
- Cisco 47, 131
- Clerity Solutions Inc. 48
- Clothing 8, 10, 12, 25, 55–7, 84, 90, 91, 92, 100–109, 140, 143, 144
 - Cotton 12, 68, 74, 104–9
- Coca Cola 122
- Compellent Technologies 48
- Copenhagen Accord 13
- Corporate social responsibility 14, 86
- Cosan 122

- Daimler AG 16
 - EADS 16
 - Stuttgart 70
- Danone 122
- DELL 7, 25, 26, 30, 45, 46–8, 61
 - Clerity Solutions Inc. 48
 - Compellent Technologies 48
 - Make Technologies Inc. 48
 - Michael Dell 47
 - Perot Systems 48
 - Wyse Technology Inc. 48
- De-materialisation 67, 119
- Denmark 80, 86, 117, 131
- Diversity 6, 15, 17, 18–20, 66, 88
 - Cultural 138–9
 - Economic 22, 55, 75, 84, 142
- dot.com era 7, 22, 63
- Dow Jones Sustainability World
 - Indexes 15
- Dow-Mitsui 122

- eBay 73, 90, 109
- Eco-efficiency 12, 40, 64, 77, 79, 81
 - Eco-efficient technology 117
- Ecosystem services 14, 15
- Egypt 4, 93
- Electric vehicles 13, 85–6, 87, 127–8, 130, 131, 136–7
- Epson 58
- Esquire magazine 111
- Europe 4, 16, 50, 51, 67, 93, 94, 107, 125, 136
 - Eastern Europe 97, 100
 - European Commission 52
 - European Union 106, 125
 - Outdoor Industry Association 108
- Facebook 114, 136
- Fairtrade 54, 74–5
- Ferrari 105
- Flickr 136
- Food miles concept 71, 80
- Foot Locker 140
- Ford 31
 - Ford Motor 44
 - Henry Ford 44, 126
- Forest Stewardship Council 112
- FTSE4Good index 16

- GE 44
 - Jack Walsh 44
- Germany 126
- Gillette 7, 45, 57–9
- Google 90, 112, 115, 131
- Greece 75
- Green consumers 14
- Green growth 1, 64, 145
- Green supply chain management (GSCM) 33, 74, 77–81
- Gumtree 72
- Gutenberg Bible 110

- Heinz 122
- Hewlett-Packard 47
- Honda 30
- Hyundai 122

- Iceland 43
 - Norse Sagas 43
- Indetex Group 55, 57
 - see also* Zara
- India 13, 32, 39, 91
- Industrial ecology 7, 22, 23, 27, 30–34, 80, 87, 117, 134, 135–8
 - Bio-mimicry 31
 - Industrial symbiosis 31, 32, 34, 80, 87, 96, 117, 137–8
 - Input–output analysis 31
 - Life cycle analysis 48, 71, 72, 107, 135, 136
 - Life cycle assessment 31, 107

- Desktop computer and 17 inch CRT monitor 48
- Material flow analysis 31, 107
- Renewable eco-industrial development 8, 9, 87, 91, 117–24, 137, 138, 142, 143, 144
- Instagram 136
- Ireland 52
- Israel 86, 131
- Jack Walsh 44
- Japan 11, 44, 67, 72, 125, 126
 - Fukushima 11
 - Kyoto 13
- Jason and the Argonauts 43
- J.K. Rowling 116
- JVC 38
- Kalundborg 80, 87, 117
 - Asnaes Power Station 117
 - Gyproc 117
 - Novo Nordisk 117
 - Statoil 117
- Kodak 58–9
- Land Rover Evoque 105
- Libya 4
- Levi Strauss & Co. 101
- Localisation and engagement 8, 26, 65, 70–71, 96, 104, 112, 129, 144, 142–3
- Local Motors 84, 128
- Make Technologies Inc. 48
- Mexico 74, 88
- Michael Dell 47
- Michael O’Leary 44
- Michelin 122
- Microbreweries 8, 85, 99–100
- Micro Factory Retailing 129, 143
- Microsoft 131
- Multi-level perspective 3, 40
- National Federation of Women’s Institutes 74
- Nestlé 57, 122
- Netherlands 74
 - Amsterdam 50
 - Eindhoven 70
 - Rotterdam 32
 - Solidaridad 74
- New Belgium Brewing Company 97
 - Fat Tire Amber Ale 97
- New Zealand 97
- Nike 108
 - Nike Apparel Design Tool 108
- Nokia 72
- Non-Governmental Organisations 13, 14, 23, 86
 - Greenpeace 55, 100
 - The Big Issue 55
- North America 12, 126
- Norway 124
- OECD 132
- Outdoor Industry Association 108
 - Eco-Index 108
- Oxfam 74
- Paris 86, 132
 - Autolib 86, 132, 143
 - Velib 86
- Patagonia 102, 106, 107–9, 140
 - Bluesign 108
 - Common Threads Initiative 108–9
- Patrick Waldo 57
- Perot Systems 48
- Peugeot 72
- Philips 70
 - Eindhoven 70
- Photoshop 58
- Porsche 105
- Prada 103
 - MiuMiu 103
- Primark 103
- Printing 8, 90, 91, 92, 104–17, 135, 138, 142, 143, 144
 - e-books 8, 103, 115
 - Electronic publishing 8, 111, 113, 114, 135
- Proctor and Gamble 54
- Puerto Rico 32
 - Barceloneta 32
- Recycling 48, 58, 67, 107, 108, 109, 144
 - Free-cycling 72

- Up-cycling 72
- Renault 86
- Renewable eco-industrialism 8, 9, 87, 91, 117–24, 137, 138, 142, 143, 144
- Resilience (economic) 3, 6, 20, 71, 80, 84, 118, 145
- Resource consumption 8, 67
 - Water 8, 10, 12, 48, 53, 99, 105–6, 107, 108, 123, 133
- Richard Branson 44
- Rio de Janeiro 13
- Riversimple 83, 128, 130, 131, 132
- Russia 126
- Ryanair 7, 44, 45, 48–52
 - Aer Lingus 52
 - Michael O’Leary 44
- SABMiller 99
- Scale (economic) 1, 2, 3, 6, 7, 18, 19, 22, 25, 38, 71, 90, 91, 92, 93, 94, 95, 99, 100, 111, 124, 126
- Shell 31, 122
 - Raizen 122
- Social enterprise 7, 22, 35, 95
- Social relevance 8, 25, 65, 68–70, 92, 95, 100, 104, 112, 120, 129, 134, 141, 142, 145
- Socio-technical experiments 36
- Socio-technical transitions 3, 35–40, 42, 45, 134, 140–41
 - Multi-level perspective 3, 40
 - Landscape 4, 36, 40
 - Niche 4, 35–6, 37, 38, 40, 103, 140–41
 - Regime 4, 35, 36, 39, 40, 125, 141
 - Neo-Schumpeterian analysis 3
 - Strategic niche management 3, 36
 - Time 36, 38–9, 40
- SodaStream 58
- Sony 38
- South America 67
- Southwest Airlines 7, 26, 30, 45, 48–52, 55
- Soviet Union 7, 22
- Spain 56, 75
- Steve Jobs 44
- Stora 72
 - Sugarcane 91, 98, 121, 122, 123, 124, 138
 - Ethanol 91, 98, 121, 122, 123, 124
- Sustainability 1, 2, 6, 9–12, 14, 15, 16, 31, 35, 40, 42, 43, 53, 54, 58, 91, 92, 99, 108, 110, 115, 119, 128, 133, 134, 138, 140, 145
 - Business models for 3, 8, 18, 26, 30, 35, 37, 45, 58, 60, 63–89, 90, 92, 100, 102, 103, 104, 105, 113, 118, 119, 121, 128, 134–8, 140, 141–4, 145
 - Diversity and 18–20
 - Malthusian trap 10
- Sustainable Apparel Coalition 101
- Sustainable Fashion Academy 101
- Sweden 76, 101
 - Stora 72
 - Volvo 76
 - Uddevalla plant 76
- Syria 4
- Technological innovation 1, 2, 4, 30, 64, 90, 91, 98
- TetraPak 122
- The Lord of the Rings 43
- Thomas Hardy 114
- Tim Cook 44
- TK Maxx 102
- Toyota 28, 29, 44, 45
 - Prius 29
 - Toyota Production System 28, 44–5, 76, 126
- Unilever 31, 54
 - Ben & Jerry’s 55
- United Kingdom 52, 63, 55, 74, 77, 88, 92, 93, 94, 97, 102, 107, 125
 - Beer and brewing sector 93–5
 - Campaign for Real Ale 94
 - Defra 100
 - Fairtrade 54, 74–5
 - Forum for the Future 101
 - Leicester 132
 - Primark 103
 - Scotland 102
 - Society of Independent Brewers 94
 - Stansted 49

- TK Maxx 102
- United Nations 88
- USA 2, 38, 39, 74, 78
 - America 2, 67
 - Anvil Knitwear 107
 - AnvilSustainable 107
 - Blair, Nebraska 123
 - California 48
 - Detroit 19
 - Elections 2
 - Esquire magazine 111
 - New Belgium Brewing Company 97
 - Fat Tire Amber Ale 97
 - Nike 108
 - Nike Apparel Design Tool 108
 - Patagonia 102, 106, 107–9, 140
 - Bluesign 108
 - Common Threads Initiative 108–9
 - Our Common Waters 108
 - Pittsburgh 19
 - Seattle 70
 - Texas 47
 - Wal-Mart 28, 103, 140
- Varieties of capitalism concept 7, 12
- VHS 38
- Victoria Beckham 105
- Virgin Group 44, 131
 - Richard Branson 44
- Wales 53
 - Mabinogion 53
- WalMart 28, 103, 140
- World Development Movement 74
- World Economic Forum 132
- World Health Organization 100
- World Trade Organization 78
- Wyse Technology Inc. 48
- Xerox 7, 45, 52–4, 61, 81
- YSL 57
- Zara 7, 25, 45, 55–7, 60, 62, 74, 82, 92, 101, 102, 103, 104, 140
 - Amancio Ortega 56
 - Indetex Group 55, 57
- Zipcar 132