



## Why rethink sustainability? Because sustainability's not a policy on the wall, it's unrealised opportunity.

ReThink Sustainability was formed to support organisations in their transition to sustainable operations.

Sustainability is no longer about the “*triple bottom line*”. Today sustainability involves a more diverse, multi-layered, multi-faceted proposition that is unique to every organisation.

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*Sustainability has grown from a niche preoccupation for business to a mainstream concern. In the past two years alone, governments and regulators around the world have taken action to bring sustainability issues to the core of companies' management agendas.*

Amine Bel Hadj Soulami, Global Head of Research and Sustainable Development, BNP Paribas.  
The University of Cambridge Institute for Sustainability Leadership, Banking Environment Initiative,  
*Catalysing Fintech for Sustainability*  
October 2017

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An individual, tailored consideration is necessary for the introduction and implementation of outcome based processes.

ReThink Sustainability has a deep understanding of the myriad interlinked opportunities available to operate more efficiently while delivering positive business and social outcomes as well as improved productivity.

By integrating crucial services, we can help your business deliver preferred outcomes in truly sustainable operations.

We bridge the gap to the digital world by providing a comprehensive suite of services and products, designed to support businesses as they transition to meet the challenges of adapting, innovating and advancing technologically in a sustainability focused world.

We believe sustainability demands an understanding of rapidly emerging trends such as:

- the energy “orchestra” and carbon;
- using circular economy principles to reduce exposure to risk, and to access new markets;
- collaboration to innovate fintech solutions for sustainability;

- natural resource security and the economics of ecosystems and biodiversity;
- decarbonisation and electrification of systems;
- integration of the “global goals”, the Sustainable Development Goals (SDGs);  
... all for both commercial and societal reward.

ReThink Sustainability can provide expert guidance in these key areas, along with many others:

- **energy:** efficiency, demand management, renewable generation, microgrids, procurement, decarbonisation and electrification
- **consultation:** deliberative community engagement programs, green business strategies
- **resource productivity:** planetary boundaries, doing more with less, the circular economy, waste management and packaging material assessment
- **carbon management:** offsetting for neutrality positioning, carbon reduction, carbon health evaluation, carbon markets
- **communications:** credible messaging and marketing strategies utilising mobile digital design and video production capability
- **data science:** smart algorithms for sustainability outcomes, program facilitation
- **water:** storage, heating and filtration technologies, management and policy development.
- **products:** materials selection for infrastructure projects, green building, product stewardship, fair trade products
- **land management:** land restoration, healthy ecosystems, natural capital, biodiversity protection, carbon offsetting, natural resource security, measuring impacts on nature.
- **leadership:** director's responsibility, governance, ethical operations accreditation, responsible investment, sustainability accounting and reporting, integration of Sustainable Development Goals (SDGs)
- **education and training:** programs delivery in, environment, energy, climate and sport using both traditional and online learning tools



## Executive Directors:

### David Lynch CEO

David Lynch has been at the forefront of digital transformation, enterprise innovation and technology delivery across Australia and Asia for more than two decades. He has held C-level roles with one of the world's largest automotive manufacturers General Motors and two of the world's largest banks, Standard Chartered and DBS Bank. Most recently at DBS Bank, David led the creation of Hong Kong's first dedicated Fintech Accelerator in partnership with Samsung, Amazon, KPMG and InvestHK. During his tenure in China, he led the creation of what was widely regarded as China's leading mobile banking capability in the market. David was also an Executive Director of Scope International (China), a service company based in Tianjin, China dedicated to providing Technology and Operations capabilities to the Standard Chartered group.

Outside of his professional career, David has been a long time startup supporter and angel investor in areas such as Fintech, Food and Beverage, Communications and Blockchain. After 14 years in Asia, David relocated to Australia in 2016. As CEO, Australia & Asia, David led the significant turnaround of an ASX listed company in the space of two and a half years, leveraging his extensive experience in operations, culture change and establishing a partner ecosystem aligned to changing market demands.

In 2018, David assumed the role of Executive Director and CEO for ReThink Sustainability, bringing to the firm, his background in digital to expand the firm's sustainability offering in areas such as Internet of Things (IOT), data science and blockchain.

David was inaugural winner of the Australia – China Alumni Award for Corporate Achievement in 2010 and the CXFS award for Customer Experience in 2015.

He holds degrees from both Monash University and RMIT and has completed formal leadership training at Oxford University. He is passionate about the convergence of digital and sustainability and helping enterprises, government and consumers to uplift their sustainability focus and outcomes.

### Rob Gell AM FEIANZ FRGS

A coastal geomorphologist by training; Rob taught Environmental Science and Physical Geography at Melbourne State College and Melbourne University, then for thirty-one years presented television weather.

Rob has extensive experience in environmental communications and marketing, mobile media design, business strategy and sustainable development project design responding to the need for business to actively develop new development plans and programs to ensure an understanding of changing markets, the emerging green economy and the need for a positive and accountable contribution on behalf of shareholders and stakeholders alike.

Rob is a Director of bhive Group Pty Ltd and water tank supply company Greenco Water Pty Ltd. He is also a published author and a photographer.

Rob is a Fellow of the Royal Geographical Society and an Inaugural Fellow of the Environment Institute of Australia and New Zealand. He is a member of the Victorian Coastal Council and a member of the Advisory Board of Melbourne Sustainable Society Institute, Melbourne University. He was Environment Ambassador to the Melbourne 2006 Commonwealth Games. Rob has been a local government councillor and was a councillor of the Australian Conservation Foundation through the 1990s. He was a director of Greening Australia for thirteen years, seven years as Victorian President and three years as national President concluding in 2011 and Chairman of the Mornington Peninsula and Westernport Biosphere (UNESCO) Reserve Foundation Ltd for ten years until 2014 and President of Wildlife Victoria.

He is also the Patron of the Geography Teachers Association of Victoria, Wildlife Victoria, and Life Education Victoria. He is a Life Ambassador for Australia Day.

On Australia Day 2014 Rob was awarded a Member of the Order of Australia in recognition of his service to conservation, to the protection of coastal and marine environments, and to the community.

## Executive Director:

### Justin McFarlane

Justin has a demonstrated history of working in the sustainability and environmental services industry gaining an initial interest and understanding growing up on a farm in northeast Victoria and through his training as a microbiologist and biochemist at LaTrobe University.

Numerous roles as a consultant, company director and Chief Executive Officer have applied and refined his skills in management and leadership.

Justin has developed a diverse skillset in marketing management, negotiation, change management, business planning and in environmental services management with Landcare Australia. In parallel he has expanded his capability into energy efficiency and renewable energy technology implementation through his work in integrating the use of environmentally friendly refrigerants and refrigerant oils throughout S.E. Asia, optimising a range of heating, cooling and ventilation and refrigeration technologies. Introducing direct geoexchange solutions throughout Australia since 2007, Justin was a founder and CEO of Australian Geothermal Solutions and was a member of the Australian Standards Committee for Geothermal Heat Pumps assisting in establishing a Quality Program alongside the regulatory based standards platform.

Justin's interests in sustainable development are now expanding into the realms of biosecurity, animal welfare, food fraud and waste, resource recovery in agribusiness, climate risk disclosure, carbon management and the application of blockchain systems for sustainability outcomes. Justin has developed the capability to work at the intersection of the range of industry and business sectors within the complex and expanding arena of technological development for business applications.

Justin also has an extensive career as an elite athlete including membership of the Australian Ski Team in biathlon & cross-country skiing and is currently a director of the WNBL Bendigo Spirit.

## Director:

### Ken Gibson

Ken has developed a considerable corporate and government network over his career and through this has generated more than \$160 million in corporate support for environment, youth and sports sectors. Ken is a sponsorship specialist and an expert in facilitating corporate partnerships for mutual benefit.

He was instrumental in the creation of the Coles supermarket 'Green Bag' initiative, 'Junior Landcare' with Mitre 10 and Coles and other successful initiatives such as 'Make your School Famous' with Uncle Tobys, the Sydney 2000 Olympic Landcare Environmental Partnership with Westpac, Ansett and Visy, Holden 'Habitat Heroes', Elders Landcare Farming Program, and Australia Post's 'Landcare Forest' in Canberra !

Ken is a Member of the Australian Institute of Company Directors

## Director Engineering & Compliance

### André Nobbs - New Zealand

Nationally accredited, in fraud and compliance management, André has diploma's specific to project management, anti money laundering/ counter terrorism financing, business management, tourism and branding. A former member of the Royal Australian Air Force radio electronic engineering group, André has heavy industry/mining project design and implementation expertise and proficiency in project evaluation, best practice outcomes and change management facilitation.

André has experience in executive government, creating and partnering strategic and corporate planning, high level and intergovernmental negotiations, as well as policy and legislation development.

André was appointed to the steering committee of The Australian Small Islands Forum in 2012, engaged by the Oceania Economic Development Corporation (OEDC) to evaluate and guide implementation of economic development and environmental repair projects (education and capacity building, plastic waste remediation programs, tourism and branding profile development) throughout the islands, held an eight-year membership on the UNESCO World Heritage Management Board through to 2016 and collaborated with ARENA to design an island showcase project for renewable energy as part of the ARENA funding grants.

André has a singular focus to minimise our footprint on our irreplaceable planet, one practical step at a time.

## **Advisors:**

### **Brian Norwood**

Brian's knowledge of Primary Industry and Agribusiness is unparalleled and has been gained from over 6 decades of experience in senior management and advisory roles within Federal Government and the public and private sectors. He worked for eight years as Chief of Staff to two Ministers for Agriculture and for eleven years as General Manager of the Australian Dairy Corporation, and as a Director on the Board of its Asian subsidiary, where he oversaw the establishment of many successful joint ventures with dairies based in Indonesia, Thailand, the Philippines and Hong Kong.

For the past 30 years, he has run an agribusiness consultancy which included a period of time in the role as Regional Chairman of Elders Limited. He has advised and contributed to many Australian and international businesses working in all areas of agribusiness including dairy, wool, fisheries and land care. He is currently involved in various projects including beef cattle in northern Queensland, wine, dairy, citrus, energy in Sri Lanka and feral animals in Central and North Australia. Brian is a much respected and highly regarded Director of Agribusiness Gippsland and recently became a Board member of the National Vietnam Veterans Museum in Phillip Island.

Brian is also a regular contributor writing for the BRW and Industry based publications.

### **Tobias Hörlein - Sweden**

Tobias holds an MSc in Environmental Management and Policy Making from Lund University, Sweden together with a BSc in Political Science (focus on international green trade) and specialises in industrial operational efficiency, cleaner production methods and eco-efficiency.

Toby's Master's degree was obtained from the internationally renowned IIIEE (International Institute for Industrial Environmental Economics). His Master's thesis was on international sustainable finance, investment and green banking.

He has worked on resolving sustainability issues within the Portuguese wine industry and, in conjunction with his master's thesis, has consulted a Swedish bank on their business transition towards a sustainability-oriented financial institution. As well as sustainable finance

## Some of our key partnerships to support your project:

### **carbonTRACK:** [www.carbontrack.com.au](http://www.carbontrack.com.au)

The carbonTRACK energy management hub sheds light on what uses energy in your home, office, or factory and helps you take action to save electricity. Manage your consumption anytime from your phone, tablet or computer.

Check your solar panel production, your use and your savings and demand shift your energy use to maximise savings and your battery charging efficiency - recharge from the cheapest source.

You can let carbonTRACK take care of it all, or you can manage it yourself. Start living in a more energy-friendly way, which is good for you, your pocket and the planet. carbonTRACK is inexpensive, easy to install and will save you money.

### **Australian Climate Agencies:** [australianclimateagencies.com.au](http://australianclimateagencies.com.au)

Australian Climate Agencies, established in 2008, is an importer and distributor of technical equipment for use in the commercial, industrial, agricultural and mining sectors.

Based on the premise of 'reducing energy costs' all products are sourced from manufacturers acknowledged as leaders in their respective fields, combining efficiency and reliability through leading edge design and high quality manufacturing.

Australian Climate Agencies recognises the success of their suppliers in the global market and is privileged to represent them in Australia.

**Sustainable Resource Use:** [www.sru.net.au](http://www.sru.net.au)  
a specialist environmental consultancy contributing to a more sustainable world. Our work reduces the impact of material consumption, and leads to improved resource use efficiency and greater resource recovery through policy and strategy development for:

- lower resource use
- greater resource recovery
- improved greenhouse gas outcomes
- Mapping resource flows, with associated data collection and research
- Environmental impact of policy and investment decisions
- Advice on issues and strategies relating to all aspects of the resource use hierarchy

### **Countrywide Renewable Energy:**

[www.cren.com.au](http://www.cren.com.au)

Countrywide Renewable Energy (CREN) is a renewable energy business developing power generation projects to decarbonise Australia, inject growth into local economies and provide sustainable clean cheap energy.

Countrywide's aim is to progress renewable energy projects comprising the generation of electricity, production of hydrogen, new renewable energy technologies and disruption of existing energy models.

CRE works with governments at all levels, businesses and communities to determine how renewables can add value to an area or location on a long-term basis and contribute energy to the economy to reduce the reliance on fossil fuel-based power generation.

Countrywide Energy is currently engaged to deliver the \$45 million Wangaratta Solar Farm

### **bhive Group:** [www.bhivegroup.com.au](http://www.bhivegroup.com.au)

Bhive Group Pty Ltd is a boutique communications company that specialises in the application of mobile devices, particularly using video, as critical communications tools in response to the growth in mobile traffic. Social networking is second only to video for driving mobile traffic growth. (*Ericsson Mobility Report - Mobile World Congress Feb 2016*).

bhive Group's strength is in understanding new communications mediums to develop communications strategies that best deliver your message, to the recipients at a time and in a format convenient to them. Bhive Group offers video production capability, mobile design techniques, event management and communications support.

**bhive analytics** extends the group's communications capability and understanding through the text analytics tool Kapiche which won one of four Gartner Cool Vendors global awards issued in 2015. Kapiche can process all meaningful data sets up to gigabytes of unstructured text data in minutes, and make sense of it, particularly when integrated with structural data within Kapiche. See: [www.bhiveanalytics.com.au](http://www.bhiveanalytics.com.au)

### **CPT Global: [www.cptglobal.com](http://www.cptglobal.com)**

CPT Global is an ASX listed market leader in the delivery of specialist consulting services oriented towards the delivery of fast, efficient, assured and sustainable digital business outcomes. CPT has delivered outcomes for clients across more than 27 countries with a client list including many Fortune 500 companies. In Australia, CPT's client base is spread across banking, insurance, telecommunications as well as Federal, State and Local Government.

Ingrained within CPT's DNA, is an acute focus on performance, measurement and leveraging data driven insights to increase the returns organisations achieve from their investments. CPT has a long history of helping clients reduce resource consumption, minimise costs and maximise the usage of scarce resources by applying innovative technology solutions and expert delivery skills to business problems.

CPT has developed a world class partner ecosystem with experience and capabilities across current and emerging methods and technologies including IOT/Smart Devices, Augmented/Virtual Reality, Data Science, Data Visualisation, Artificial Intelligence and Agile Delivery. Many of these technologies sit at the forefront of how leading organisations globally are measuring and achieving sustainability goals and creating long term success."

CPT Global is a specialist IT consulting services company with operations in Australia, North and South America, Europe and Asia.

Digital business demands efficiency. We help our clients consume less, not more. We drive cost reductions from your existing infrastructure and engineer for efficiency.

### **Decibel Architecture: [www.db-a.co](http://www.db-a.co)**

The Decibel Architecture team has conceived and delivered world leading excellence in sustainability, culture, healthcare and visionary design.

Decibel Architecture's purpose is to design a better future through architecture is imagined with, formed for and shaped by client aspirations.

Decibel Architecture's architects and design Thinkers are shaping positive change in the world, working across scales, typologies and the human sphere to design a better future.

Projects are grounded equally in outrageous promise and humble reality.

Dylan Brady is the Conductor at Decibel Architecture (dB(A)) and the practice is founded on the experience and expertise of both his and the team's individual history and together as studio505.

Studio505 produced some extraordinary buildings and outcomes over its 15 years of operations and the heritage of our work there is proudly worn by the dB(A) team.

dB(A) is the home of a renewed clarity in our team and a rejuvenated process in understanding, exploring and delivering outstanding outcomes for our clients and their clients.

### **Empauer: [www.empauer.com](http://www.empauer.com)**

Empauer is a Selerant company providing processed-based product lifecycle management (PLM) software and consulting services in supply chain and product lifecycle management using the ISO Certified eco-design tool, EcodEX. Created by industry for industry, EcodEX is used by leading consumer good companies to uncover environmental impacts and design more sustainable products. an eco-design software tool for evaluating and understanding the environmental impacts of products and packaging.

EcodEX follows a multi criteria approach to evaluate the impact of products across;

- global warming potential
- energy use
- land use
- water consumption
- solid waste
- eutrophication
- package to weight ratio

**ReThink Sustainability** offers sustainability services in outcome based change.

We are a Sustainability Advisory Specialty Service Provider.

"What are the areas of sustainability that are important to you?"

### **Contacts:**

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