

WILD PLANET TRUST:
THE CHALLENGE OF
IMPLEMENTING A NEW
BUSINESS MODEL FOR
A 100-YEAR-OLD
BUSINESS (B)

ABSTRACT

IN JULY 2023, WILD PLANET TRUST CELEBRATED ITS CENTENARY. AT THE TIME, THE BUSINESS WAS IN DECLINE, AND HAD BEEN FOR YEARS.

It was apparent to the Trustees that significant transformation was needed for the Trust to survive the next 100 years. To lead this transformation, Dennis Flynn, Wild Planet Trust's CEO, restructured the organisation and developed a new business model and strategy for the way forward.

This case study focuses on the growth strategies and opportunities identified in the Wild Planet Trust's new business model. It also delves into various collaborations the Trust had fostered over the years, underscoring the importance of strategic partnerships on this journey. Reinforcing the need for partnerships that support conservation efforts, this case study also sheds light on the interconnectivity between biodiversity loss, climate change, and human activities. By working together, organisations can undoubtedly accelerate efforts to protect the beautiful biodiversity of this planet.

This case is for educational purposes and is not intended to illustrate either effective or ineffective management of an organisational situation. The situations and circumstances described may have been dramatized or modified for instructional purposes and may not accurately reflect actual events.

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AUTHORS

PROFESSOR PAOLO TATICCHI, OMRI PROFESSOR & SCHOOL DEPUTY DIRECTOR

Biography

Paolo Taticchi is Professor in Strategy and Sustainability & School Deputy Director (MBA, Global Engagement, Executive Education) at UCL School of Management.

Highly active in executive education, Paolo has trained thousands of managers and executives of Fortune Global 500 companies; and is a sought-after speaker regularly invited to give keynote talks at world-class academic, governmental and industry events.

Paolo's research on corporate sustainability and performance measurement is internationally recognized. Paolo's latest books include "Corporate Sustainability in Practice", which was published in January 2021, and "Sustainable Transformation Strategy", published in May 2023.

Outside of the academy, Paolo has significant consultancy experience in the fields of strategy, education, and sustainability. He has worked in this capacity for firms of various sizes, and in a range of different industries. Today, he advises (or serves in the advisory board) influential organizations and is one of the scientific advisors of the Ministry for the Ecological Transition in Italy.

He has received numerous awards for the impact of his work. His projects, quotes and opinions have been featured over 350 times in international media outlets. In 2021-2023, Paolo was indicated by Italian's leading business daily Sole 24 Ore as the most influential Italian under the age of 40.

Contact

UCL School of Management
Level 50, One Canada Square,
London E14 5AA

E: p.taticchi@ucl.ac.uk

W: paolotaticchi.com

MELINA CORVAGLIA-CHARREY RESEARCH ASSISTANT

Biography

Melina is a Research Assistant at UCL School of Management, where she supports various projects focused on business strategy and sustainability, including case studies and white papers. Melina is also a consultant supporting organisations with their marketing and business communications needs, and sustainability reporting.

In collaboration with Professor Taticchi and Melissa Demartini, Melina co-authored a book titled "Sustainable Transformation Strategy", published in May 2023.

Previously, Melina worked in the Media Sponsorship & Marketing field for 15+ years in Canada, where she collaborated with various Fortune 500 companies and brands to develop strategic partnership marketing initiatives, including several programmes that garnered awards from the Sponsorship Marketing Council of Canada. More recently, Melina worked as a Sustainable Content Marketing Strategist for a UK based consulting agency specialising in the sports and sustainability field.

Passionate about the field of sustainability in sport, Melina is a current member and volunteer with Sport and Sustainability International, a not-for-profit organisation that is focused on accelerating sustainability in and through sport. A mother of two young girls, Melina is motivated to support, learn from, and collaborate with individuals and organisations that are striving to create a better world for future generations.

Contact

E: m.charrey@ucl.ac.uk

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