# Building Resiliency From Fragility: Preparing for the 2020 Recession and Driving Recovery

McCauley Palmer, Kenan Scholar Sustainability Associate 2022
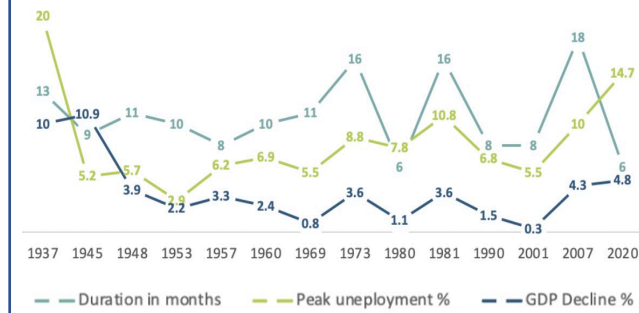Center for Sustainable Enterprise

## Introduction

Long-term sustainable thinking provides leverage for businesses to either capitalize on or build upon during times of economic stagnation. These strategies are advantageous in preparing for addressing a recession, or in driving recovery. Creating sustainable systems within a business's operations that preserve employment and are resource-efficient is the greatest safety net for any crisis.
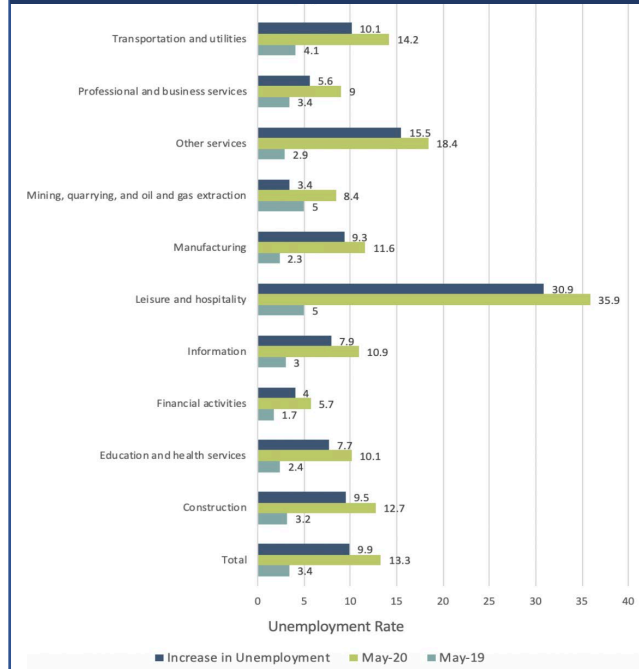
## The Novelty of the 2020 Recession

The novelty of the 2020 recession is that it is the first in U.S. history not consequential to an unhealthy economy, but rather a health crisis. While recessions are not abnormal in developed economies, the COVID-19 pandemic triggered an unprecedented supply-side crisis that the world was unprepared for.

## U.S. Recessionary Trends[2]



## Yearly Increase in Unemployment by Industry[3]



## The Role of the Triple Bottom Line

### People

The UN announced a "socioeconomic response framework".



DURING THE PANDEMIC 1.6 BILLION WORKERS IN THE INFORMAL ECONOMY RISK LOSING THEIR LIVELIHOODS

### Planet

The opportunities for greener, more efficient business are endless.



LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN
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### Profit

Dividends from sustainable strategies in economically challenging times.



## Conclusion

The foremost argument for a green recovery strategy is creating resilience for future economic downturns and crises. In other words, to **build back better**. Choosing to reevaluate business operations, energy usage, labor conditions, and employment practices will be the saving grace for businesses throughout this unpredictable period but could also drive economic recovery at the macro level. With the unprecedented level of unemployment and the desperate need for sustainable action, this recession provides the platform to solve both. However, it will take collective action from individual organizations to reap the full economic, social, and environmental benefits this crisis is offering.