



Positioning the Environment at the Forefront of Business

Getting Strategic About Sustainability

Improving Your Bottom-line

The three **key benefits** for an organisation are:

- 1) Operating costs are reduced,
- 2) Market share is increased, and
- 3) Staff are more productive and loyal.

The business case for sustainability is not adding another item to the already long list of **Asset Management** rather it is an additional way to look at how you **manage your** financial, natural, produced, human and social **capital**.

We are not talking about a short term fix, rather a long term change in the way an organisation approaches doing business with short term gains of at least 38% profit for large companies (even more for SMEs) according to Bob Willard

(The sustainability advantage p166)

What are the impacts on your Business of:

- Climate Change?
- Global Warming?
- Carbon Emissions?

Do you know what your:

- Suppliers are doing?
- Customers are expecting?
- Competitors are developing?
- Stakeholders are anticipating?

Our programmes help teams gain an **excellent understanding** of how **profitability** both now and into the future can be significantly **improved**.

The Framework

The Framework for Strategic Sustainable Development (FSSD) uses a 5 level model for planning in complex systems (which is what living sustainably on Earth is – a complex system) and is based on the work of The Natural Step (<http://www.thenaturalstep.org/>)



1. How is the system constituted?
2. What does success mean to us?
3. How do we plan and prioritize?
4. What do we need to do?
5. What tools are needed?

The framework is used by a number of well known organisations such as **Nike**, **McDonalds** and **Volvo**. The framework is applicable to any business being small or large, retail or service as they all can make more money through being sustainably focused.

Step 1 is determining the **System** or sphere of operation. What does **Success** look like is Step 2. Then backcasting is used at the **Strategic** level to create the vision, and from that perspective the gap from where we are now will show the **Action** steps and which **Tools** to use.

For each **action** you can then **ask 3 strategic questions**:

- Is it a step in the right direction?
- Is it a flexible platform?
- Is it a good return on investment?



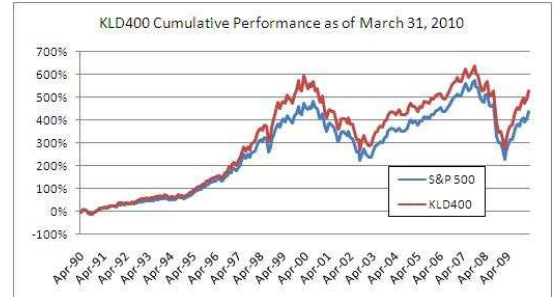
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Sustainability Assessment

Getting your team off on the right start

One of the **common misconceptions is that it costs more to be sustainable.** Actually the performance of companies that implement Environmental and Social initiatives is often better.

FTSE4Good Index and Dow Jones Sustainability Indexes are long established. The Hang Seng Indexes are due to release a corporate sustainability index in the third quarter of 2010.



FTSE KLD 400 Social Index
<http://www.kld.com/indexes/ds400index/performance.html>

We recommend starting with our “Initial Assessment Package” to provide the basis of a strong partnership in sustainability.

Initial Assessment Package

Why this package?

- You will get a report outlining the current situation and recommendations on what the next Strategic Sustainability Steps are
- It is based on a well developed and internationally used methodology
- Stakeholder’s perspectives are incorporated into the report
- It looks at issues and how they are being addressed in your industry/sector

Who does this package primarily assist?

- Your management team and board

What is required from you or your staff?

- Time to attend a workshop to introduce the concept and framework the report will be using. This will assist staff when we come to collect suggestions and information.
- A list of initiatives undertaken to date and who are the key contact points for obtaining further information.
- A meeting to present the findings and discuss the next steps.

How will the Results be generated?

- Via group Dialogue at the workshop with your staff
- Through one-on-one Discussions with key staff to gather suggestions and information
- Reviewing your organisations written mission and vision from a sustainability perspective
- Market Intelligence research of approaches being taken towards sustainability within your industry/sector

What will the report contain?

- The current situation as viewed using the Framework for Strategic Sustainable Development (FSSD)
- 3 Suggestions on the most appropriate next steps.

When will you have the report?

- Within 8 weeks of the one-on-one Discussions

What is the Investment?

- Less than 2 hours of your staffs time

For further information or to **Schedule an Initial Assessment**
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