

Building Sustainable Business Culture and Strategy

World Ecological Forum Summit 1.7.2010

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Peter Drucker: “Every single pressing social and global issue of our time is a business opportunity”



Lee Scott, the CEO of Wal-Mart: “Sustainability is the biggest business opportunity of the 21st century”

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Reasons why companies are not taking advantage of sustainability

1. They are not aware of the business case.
2. They are aware of the business case but don't believe in it.
3. They believe in the business case but are uneasy about setting themselves up for accusation of "green washing"
4. Their deep-rooted mental model dismisses sustainability as irrelevant to business.

Bob Willard, 2008: The Next Sustainability Wave. Building Boardroom Buy-In

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Sustainability drives next wave of innovation - 4 groups of companies

1. Leaders
2. Coincidental leaders
3. Too-tiny-to-toot leaders.
4. Laggards

Bob Willard, 2008: The Next Sustainability Wave. Building Boardroom Buy-In

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Seizing the opportunity

How to link the challenge of sustainability into key business priorities and make it work in a way that creates societal benefits?



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Environment and society



Operating at the energy frontiers

How a revitalised BP is driving innovative, efficient and responsible operations

Tomorrow's Value Rating: BP Tops Oil and Gas Sector for Sustainability Leadership, but Industry Lags behind Other Sectors in Driving Real Change and Improvement

[Business Wire, March 05, 2010](#)

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BP Removed from Dow Jones Sustainability Indexes

Climate groups call on FTSE to remove BP from ethical stock market indices

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INTERRUPTION,
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BIGGEST ENVIRONMENTAL **DISASTER.**

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Common Problems

- ✓ No vision or plan
- ✓ Massy programs
- ✓ No roadmap

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Holistic Approach to Sustainability

- ✓ A Cultural Transformation - not just an initiative
- ✓ Integrated Sustainability Strategy
 - R& D
 - HR
 - Communications
 - Marketing
 - Sales

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How to Create an Integrated Sustainability Strategy?

#1 Apply systems thinking

- Recognize the limits
- See the challenges
- Seize the opportunities

⇒ Move from outside-in approach to inside-out approach

⇒ create competitive advantage and brand leadership,
create the momentum

#2 Apply Four Bs

- Boardroom, Business Model, Balance Sheet and Brand

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How to Create an Integrated Sustainability Strategy?

#3 Inspire & engage people

#4 Set clear goals and assess progress

#5 Engage other through leadership

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