

*Plan it*  friendly

Let us build a  
**Customized Sustainability Strategy**  
for your business

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# Why develop a **Sustainability Strategy**?

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## Create value for your **Business**

- Companies with active sustainability efforts have outperformed their peers over the past 10 years (Nielsen, 2015)
- Drive down costs today via resource conservation and grow your business via eco-innovation
- Build stakeholder confidence and trust by actively managing future vulnerabilities

## Build **Brand Equity**

- Greener products will strengthen your brand equity with consumers and build retail support from your customers

## Engage your **Employees**

- Attract and retain the best people by engaging your employees in a collaborative effort they feel passionate about

# Elements of a **Sustainability Strategy**

## **Resource Conservation**

- Identify biggest opportunities for reduction across your supply chain
- Develop meaningful and aspirational footprint reduction goals

## **Brand Equity**

- Create CSR Vision and Goals in line with company promise
- Develop a CSR communications strategy
- Include employee engagement and training as integral part of the plan

## **Green Innovation**

- Integrate eco-design principles into your design process drive disruptive innovation and business model transformation
- Leverage global green trends to inspire new product form ideas

## **Vulnerability Management**

- Identify biggest vulnerabilities for your industry and an action plan to address
- Leverage company strengths to address future challenges
- Identify competitive threats and leapfrog opportunities

## **Stakeholder Relationships**

- Prioritize issues important to your key stakeholders (consumers, customers, governments, NGOs)
- Identify potential partners to magnify your efforts

# ***Customized Action Plan*** to bring strategy to life

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- *Immediate next steps for your business in each of the strategic priority areas (90-day plan)*
- *Recommended approach / team structure for in-house process interventions*
- *Employee engagement and training resources*
- *Tools and templates for ongoing tracking and reporting of Sustainability Goals*