



**BUSTANI** SUSTAINABLE GROWTH STRATEGIES

*Perspectives on sustainability*

# STRATEGIC ENABLERS TO INTEGRATING SUSTAINABILITY

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Sustainability is the ability that an organization has to incorporate economic, environmental, and social factors into decision making. There are three enablers that are essential to integrate sustainability with core business strategies: Strategic Management, Innovation, and Accountability

Figure 1 shows a matrix with the interactions of these enablers with the three elements of sustainable development: economic growth, environmental sustainability and social development.

### **1. Economic development**

Incorporates business productivity (Cost per unit produced), regional competitiveness (Gross product, Exports –Imports), efficient use of resources (Capital, raw materials, energy, etc.), market development, the introduction of new products or services and the development of human capital.

### **2. Energy efficiency and Pollution Prevention**

Energy and water efficiency programs, minimizing waste and emissions at its source, recycling and reuse, and optimization of the supply chain.

### **3. Corporate Social Responsibility**

Sustainable responsible businesses and organizations comply with national and international laws, norms, regulations and ethical standards. They also create a positive impact on consumers, employees, communities, the environment, shareholders, and stakeholders.

### **4. Seek new opportunities in developing products and services**

Business can economically grow by diversification of their products and services. Main drivers for diversification are education and innovation and can be achieved by developing: new skills, new products and services, new technologies, and new markets.

### **5. Enabling Technologies for Sustainability**

Sustainable technologies makes better use of natural resources, use less water, less energy, less minerals, etc. Enabling technologies for sustainability allow businesses to: lower carbon emissions, use renewable sources of energy, and use of appropriate technology for different market segments.

### **6. Social Entrepreneurship**

Social entrepreneurs create wealth, generating profits but mainly social value to communities and regions by: creating businesses and industries for the world's poor, developing products and services at low prices and margins but with high volumes, innovative solutions to social problems, educating and training at large scale and low cost (Online Education/Distance Learning), training social entrepreneurs.

## **7. Governance and Financial Reporting**

The transition towards a more sustainable economy require corporate governance structures that: promote best practices, allocates sustainable organizational resources (human, financial, physical, and information), and responsible financial reporting.

## **8. Environmental Reporting and Compliance**

Businesses and organizations should commit and promote compliance with applicable environmental regulations and internal environmental policies, through: environmental management systems, environmental audits and reports, provide a platform to go beyond environmental performance, taking further steps towards sustainability, environmental training programs.

## **9. Social Responsibility Reporting**

Businesses and organizations should commit and promote compliance with applicable law, ethical standards and international regulations, through: conducting business in a socially responsible manner, monitoring business social performance, ensure compliance with law, policies and regulations, social responsibility reports, provide a platform to go beyond compliance, social responsibility training programs.

An integrated report can be elaborated by combining information from the financial, environmental and social responsibility reports in a way that allows organizations demonstrate integral value added to their shareholders, customers, employees, suppliers, and in general all the stakeholders.

Sustainable Development

		Economic Growth	Environmental Sustainability	Social Development
<u>Enablers</u>	Strategic Management	Economic Development	Energy efficiency and Pollution Prevention	Corporate social responsibility
	Innovation	Seek New Opportunities in Developing Products and Services	Enabling Technologies for Sustainability	Social Entrepreneurship
	Accountability	Governance & Financial Reporting	Environmental Reporting & Compliance	Social Responsibility Reporting