

## Organizational Strategy

*Profit – People - Planet. Making the Triple Bottom Line a reality.*



**Is social responsibility seen as consistent with good business? Or is your organization stuck in a ‘profit vs. do-gooder’ mindset?**

**Do you want to make sustainability – or ‘green’ – a part of company strategy? Are you unsure how to proceed?**

**Do your employees, customers, and other stakeholders see your organization as ethical, responsible, and sustainable as well as profitable?**

***Business is at a tipping point.*** We’re in difficult economic times – yet, at the same time concern is growing about global warming and growing demand for declining energy resources. Global competition is coming from new quarters – countries previously thought to be minor players are now rising economic powerhouses. And governments, NGO’s, and ordinary citizens – your customers – are demanding “greener” products, as well as transparency and accountability in business practices. “Business as usual” is no longer an option.

For enterprises to continue to create value and prosper they must recognize new realities, play by new rules, and stand for new values.

***The sustainable business case is clear.*** Innovest Strategic Value Advisors, a leading international financial research firm, has repeatedly found that social-environmental performance is closely tied to financial and market success. A 2005 Innovest report, for example, showed that companies in the top half of its sustainability index financially outperformed those in the bottom half by 50% over a 10 year period. Other studies – by mutual fund managers, business schools, the American Management Association, and others – point to the same conclusion: successful companies are sustainable companies.

What about your company?

# Sustainnovation Consulting is your clear choice to guide you to a sustainable future

## ***At Sustainnovation Consulting we start with your business as it is...***

- Evaluate your existing business context: your goals and challenges, company culture, products and services, markets, competition, and resources.
- Determine the current state of the enterprise in terms of your own metrics and the perceptions of management and staff.
- Envision a more sustainable future state, employing Strategic Questioning sessions with key staff

## ***...then build the business case....***

- Determine the financial and other business benefits from:
  - More positive employee morale and engagement, enhanced recruitment and employee retention
  - Compliance with Extended Producer Responsibility standards
  - Reduced operation costs, such as through energy management and waste reduction
  - New market opportunities for “green” products and services
  - Increased “soft capital” from enhanced social reputation

## ***...and help you to chart and steer the course***

- Educate your staff on sustainability generally, and your plan specifically
- Determine appropriate performance metrics
- Monitor and guide the effort – from the broad strategic vision to the nitty-gritty tactical specifics

## ***Affiliations:***

- Co-op America
- 1% for the Planet
- Sustainable Business Network
- Sustainable Step New England
- Zero Emissions Research & Initiatives (ZERI) Foundation
- Open Circle Innovations

**For more information on all of our services please contact us:**

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