

Green Champion Bootcamps

Business Value Proposition

Many of today's firms have adopted the triple bottom line, which suggests that organisations should focus on more than just profits, or the "bottom-line," and also measure their environmental and social impact.

These focuses can be referred to as "the three ps": **people**, **planet**, and **profit**. Quite often, this sustainable approach to business ultimately boosts business performance.

Why is sustainability important?

In addition to driving social and environmental change, sustainability initiatives can contribute to an organization's overall success. It may seem counterintuitive that spending more money on

sustainable business practices can boost a company's profitability, but studies show that the most sustainable companies are also the most profitable.

Environmental, social, and governance (esg) metrics are often used to determine how ethical and sustainable an organisation is. According to McKinsey, companies with high esg ratings consistently outperform the market in both the medium and long term. While sustainability strategies might be an investment in the short term, they can lead to long-term benefits.

Benefits of sustainability in business...

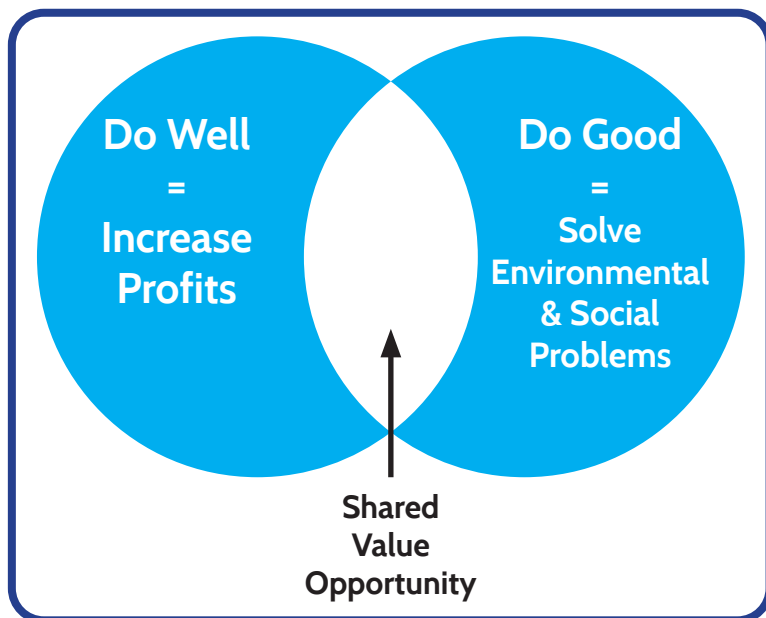
1. You'll protect your brand/reputation and mitigate risks

Ending up on the front page because of a scandal is a CEO's worst nightmare. Not only do improper practices damage an organisation's reputation and cost it customers, but dealing with a public relations disaster can divert valuable human and financial resources from the core business.

You don't want to become the company that allowed an oil spill or forced employees to work in unsafe conditions. By instituting a sustainable strategy that protects the environment and your workers, you also protect yourself from any damaging incidents.

2. Being purpose-driven is a competitive advantage

Sustainability doesn't detract from business goals, and infusing your company with purpose can help attract a motivated, skilled workforce that drives financial success. In a facebook live discussion, Henderson noted a recent study showing that 89% of executives believe an organisation with shared purpose will have greater employee satisfaction. Additionally, 85% say they're more likely to recommend a company with strong purpose to others.



Making your company an organisation that does good in the world – rather than just a place that provides a paycheck –can be a competitive advantage when attracting the best talent.

3. There's a growing market for sustainable goods

A 2019 study found that 73% of global consumers are willing to change their consumption habits to lessen their negative impact on the environment, and sustainable product sales have grown by nearly 20% since 2014. Millennials in particular are more willing to pay more for products that contain sustainable ingredients or products that have social responsibility claims. If your organisation commits to sustainable products and practices, it could gain market share by converting sustainability-minded customers and increasing sales.

4. Cooperative action can drive change

As an individual, it can feel overwhelming, isolating, or simply impossible to effect change in a meaningful way. That's not the case when the most innovative, successful, and powerful companies are collaborating to solve some of the world's most pressing problems. While governments struggle to address public goods problems, purpose-driven companies working together to address these issues have experienced great success.

For example, palm oil is cheap, versatile, and found in about half of all packaged products, including soap, lipstick, and ice cream. But palm oil production has resulted in record greenhouse gas emissions and contributed to climate change.

In light of this, consumer goods producer UNILEVER committed to only using palm oil from certified sustainable sources in 2008. The organisation co-operated with its competitors—as well as governments, ngos, and indigenous peoples' organizations—to lead an industry-wide adoption of sustainable palm oil. As a result, unilever continues to be a thriving organisation, and the world has reaped the environmental benefits of sustainable palm oil harvesting practices.

So, why is it so important we act now?

The world is not going to meet it's own targets of 1.5% for global warming, but there are some positive signs. Bit by bit the world is responding to the changing climate and increasingly so because of:

1. The increased frequency of extreme and unpredictable wether events
2. Enhanced coverage in the media and better accessibility to experts
3. Visible environmental degredation - including pollution and the loss of bio-diversity
4. Economic impacts and the changing nature of employment
5. Political advocacy and policy developments
6. Social activism, through movements and organisations
7. Technological advancements in renewable energy
8. Corporate responsibility expectations and practices
9. Public expectations
10. Increasing health concerns and impacts

Be part of the solution(s) and reap the benefits ...

Ten Week
Training
Programme

1 Day Per Week
Release

Acquire the
Knowledge to
Make Changes

Make Change
Mutually
Beneficial

Get Staff
Onboard

Improve
Public
Perception