



Rewire your business for long-term value and resilience

A stepped approach to
integrating sustainability into
your business, aligned to the
specific needs of your business.

The critical role of business

Companies need to determine how they retain and build on what they do best while changing what works against the shift towards a more sustainable world.



“By both envisioning the future and undoing the past, transformation is possible.”

What are some of the questions business leaders are asking?



Strategy & Goals

- How can I incorporate sustainability into core business strategy and goals
- How I can I prioritise where it makes sense to direct efforts
- How can I measure if I'm doing well



Education

- I don't understand the extent of the impacts of my business and the potential for positive influence
- What are the drivers of business sustainability that I need to consider for my business



Competitors & Customers

- How do I respond to my customers requests for ESG credentials
- How can I find out what others in my industry are doing and learn from them



Risks & Opportunities

- How can I understand potential emerging issues and risks and their implications for my business
- What are the risks if I don't do this now
- What are the areas of opportunity for the business



Employees

- How can I bring my management and employees along the business sustainability journey and build sustainability into the culture of the company



Financial Implications

- What will be the cost of introducing sustainable initiatives
- Will there be financial gains from sustainable initiatives

Key global trends driving the need for change



Countries have instituted unique environment laws and these trends predict a future in which sustainability is more state-regulated setting out minimum acceptable levels of business sustainability.

Increasing Regulation



There are hundreds of sustainability standards that businesses can voluntarily adopt that allow consumers to make informed decisions and select sustainable products or services.

Industry Standards



Advocacy for sustainable practices continues to gain traction with consumers making more sustainable purchasing decisions over the last five years.

Social Pressure



Implementing the infrastructure to reach net-zero emissions, which not only contributes to a reduction in harmful CO2, but attracts environmentally-conscious investors and customers.

Net Zero Goals



Businesses can form partnerships to increase sustainability as a whole using initiatives to share resources, reduce waste, and encourage cooperation that will lead to economic growth.

Innovative Partnerships



Many businesses have become reliant on renewable energy, citing price and price predictability, clean energy for better business efficiency and a greener future as reasons for the switch

Renewable Energy



Businesses are increasingly making sustainable financial decisions or holding themselves accountable when failing to meet green standards.

Sustainable Finance



United Nations SDG's and COP sessions provide frameworks and for governments and business to come together to accelerate global efforts to combat climate change

SDG's and COP





What areas are relevant for my business?

Areas to consider



Rights & wellbeing at work

- Rights to which workers are entitled and companies must respect, and the conditions that must be created for workers to enjoy those rights

Rights and Resilience in Communities

- Conditions that support community resilience and the human rights that help ensure their realization.



Governance & Ethics

- Operational principles that support embedded sustainability and the achievement of positive outcomes - social & environment

Materials & Waste

- Acknowledgement that the Earth's resources are finite, and that we must move away from a linear take-make-waste economy



Ecosystems

- The cumulative effects of rapid urbanization, industry, and other human activities that threaten ecosystems.

Water

- Ensuring water quality and quantity is in line with ecosystems needs. Ensuring access to water for the social, economic, recreational, and cultural needs of present and future generations.



Climate

- Companies taking actions aligned with reducing atmospheric concentration of greenhouse gases (GHGs) that at a minimum, address their share of GHG contributions.

Pollutants

- Includes contaminants that result from industrial activities and consumption patterns, which are accumulating in the air, soil, waterways, and the plants and animals we eat.



Possible questions to ask

- How often does the company assess and update its employee policies?
- How does the company currently identify health issues that must be addressed?
- Is the company aware of any instances of direct or indirect discrimination in its operations?

- Which aspects of the company's operations have an impact on local communities?
- How might the company's presence influence local communities?
- Does the company currently have mechanisms in place to engage community members – or groups representing them?

- What ethical risks is the company susceptible to?
- How does the company address ethical risks?
- Does the company have formal mechanisms in place to collect and address user feedback?
- Does the company actively and adequately consider the health of users of its products, across its entire business?

- Where is waste being generated by company activities?
- How is waste being handled?

- What is the composition of company-provided goods?
- Does the company provide services which are likely to cause harm?
- Which aspects of the company's operations have a physical impact on ecosystems?

- Does the company's consumption of water pose physical, regulatory or reputational risks?
- Do the company's water discharges pose physical, regulatory or reputational risks?

- Where do the company's GHG emissions come from?
- Does the company have a formal approach to measuring and managing GHG emissions?
- Does the company have a strategy to reduce its GHGs?

- How far back up the supply chain can the company confidently trace the inputs to its products?
- Does this visibility extend all the way back to the harvesting or extraction of raw materials?
- Are there any crucial gaps in the company's knowledge?



How big is the ambition?

Is it business as usual, a tweak of business as usual, or an ambitious shift to a new way of thinking?



Society



Business

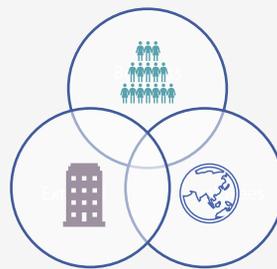


Environment



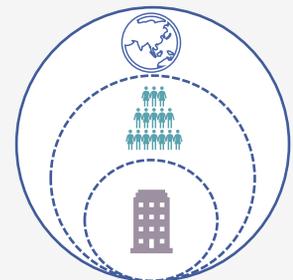
Shareholder view

Companies focus exclusively on maximising shareholder return



Stakeholder View

Companies recognise the need to consider the needs of a range of stakeholders, but profit remains the priority

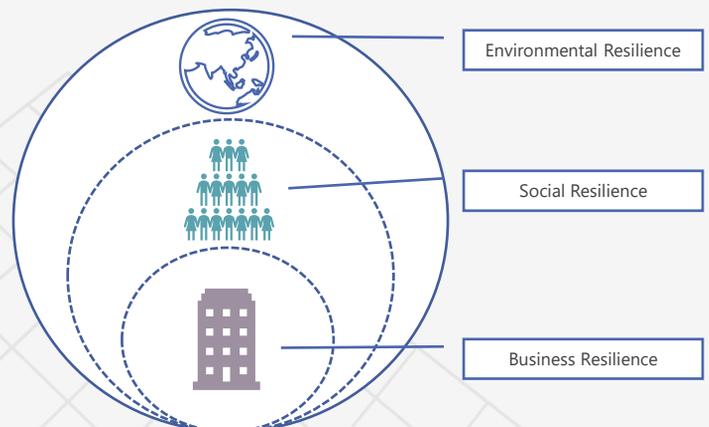


Systems View

Companies see themselves as part of a nested system where profit is one of the positive outcomes

Companies that view their operations as part of a nested system, bounded by, and embedded within, the environmental, social, and economic systems in which they operate have the ability to shift to an embedded view of sustainability strategy.

This approach better harnesses the generative potential of business to consider how these systems can significantly contribute to resilient communities and societies and in turn drive long term business resilience.



Choose a stepped approach that fits your business



Define the problem you're trying to solve

Problem definition and scope of activity is a key starting point to align business leaders and ensure focus

As Is Analysis

Know where you stand today. Identify current sustainability related policies, standards, goals, initiatives, reporting

Competitor / Customer Review

Understand what your customers / competitors are doing and how your business compares; learn from them

Employee Engagement

Assess the readiness of your leaders and employees to change. Identify potential challenges and ways to overcome them

Develop embedded strategies

Understand drivers relevant to your business and business impacts. Prioritise where to direct efforts and link to strategy

Define Objectives and Key Results

Develop Objectives and Key Results that can be clearly cascaded and drive actionable results

Reporting and Ongoing Review

Develop a reporting, review and governance structure to share progress, stay on track and adapt as needed

Education & training

Educate your management team and employees on the key elements impacting your business

Companies will define a starting point and the steps to take to develop a plan based on where they are in the sustainability journey.

Whether you're at the start of the journey or building upon initiatives already underway, you can define an approach that makes most sense for your business.



Getting started



A preliminary working session with key people in the organisation will determine the needs and begin the scoping of the work and the approach to be taken.

Whatever approach fits for your company, AWEN will support you in developing each step to ensure the desired outcomes are achieved.

Why work with AWEN?

- Proven track record of supporting organisations through cultural and business transformation and change.
- Project Management experience and knowledge of effective implementation tools and techniques
- Experience in policy development & process design
- Strong knowledge of the business sustainability agenda and how to apply practical solutions
- Deep passion for sustainability and ambition to use skills and experience to support organisations contribute to a better world
- Hands-on, outcomes driven approach

