



GET  
SUSTAINABLE  
**and thrive!**

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# Get Sustainable and Thrive!



## What is Corporate Social Responsibility?

Corporate social responsibility (CSR) is a managerial tool which assists a firm to create long-term value by adapting environmental, social and ethical responsibility into its operations. Thus, the company's sustainability and durability is ensured over time.



**62% of managers**

BELIEVE THAT SUCH A  
SUSTAINABILITY STRATEGY IS  
ESSENTIAL AND  
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## What is sustainable project management?

Corporate social responsibility transformations are now afoot.

Project managers are undertaking roles which require them to be socially responsible, not just in relation towards society and resources,

but also towards the wider company environment. This growing role is stimulating organizations to reevaluate how they estimate the success of their projects. Project management was considered as successful when it was achieved on time, on cost and ensured the quality of the goods or services delivered was up to the standard guaranteed by the company. Today, however, effective and efficient project management should be primarily responsible and sustainable. 62 percent of managers believe that such a sustainability strategy is essential and competitive today.

**Sustainability is applicable everywhere! It is vital for all companies, within all industries.**

As the opportunities around corporate responsibility continue to rise, and as transparency becomes one of the key characteristics for reputable firms, the necessity to perform sustainably is crucial.

**Communication and good intentions are not enough!**



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AND A **“must do”**,  
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## How can I succeed competitive advantage?

In order to adopt sustainability, firms must take into account the following two issues:

- **“The knowing/doing gap”**: A study by BCG/MIT shows that while 90 percent of managers believe in the value of sustainability, merely 60 percent of them incorporate sustainability into the company’s strategy and 25 percent incorporate it in the business model.
- **“The compliance/competitive advantage gap”**: These are two different aspects which may interconnect in some cases, but they genuinely have certain distinctions. An increasing number of businesses perceive the implementation of CSR strategy as a competitive advantage, but currently the figure still stands at just 24 percent. Nevertheless, all companies must be compliant. Compliance is holistic and a “must do”, while competitive advantages can be a niche to have.

Companies which have been sustainably developed, have interpret both gaps. They have advanced from knowing to doing and from compliance to competitive advantage.



## How can I become sustainable?

There are various ways to become sustainable and help your organization. The following key aspects are some practical recommendations in order to succeed in this shift.

- Bring into line strategy and sustainability
- Reactive to proactive
- Compliance first, competitive advantage afterwards
- Transparency
- Engage the C-suites
- Engage your environment
- Engage the whole organization



# Learn from the Best!



**Nike** and **Adidas** have both stepped up seriously. Nike has focused on reducing waste and minimizing its footprint, whereas Adidas has created a greener supply chain and targeted specific issues like dyeing and eliminating plastic bags.



**Unilever** and **Nestlé** have both taken on major commitments; Unilever notably on organic palm oil and its overall waste and resource footprint, and Nestlé in areas such as product life cycle, climate, water efficiency and waste.



**Walmart**, **IKEA** and **H&M** have moved toward more sustainable retailing, largely by leading collaboration across their supply chains to reduce waste, increase resource productivity and optimize material usage. It also has taken steps to address local labor conditions with suppliers from emerging markets.



**Pepsi** and **Coca-Cola** have both developed ambitious agendas, such as increasing focus on water stewardship and setting targets on water replenishment.



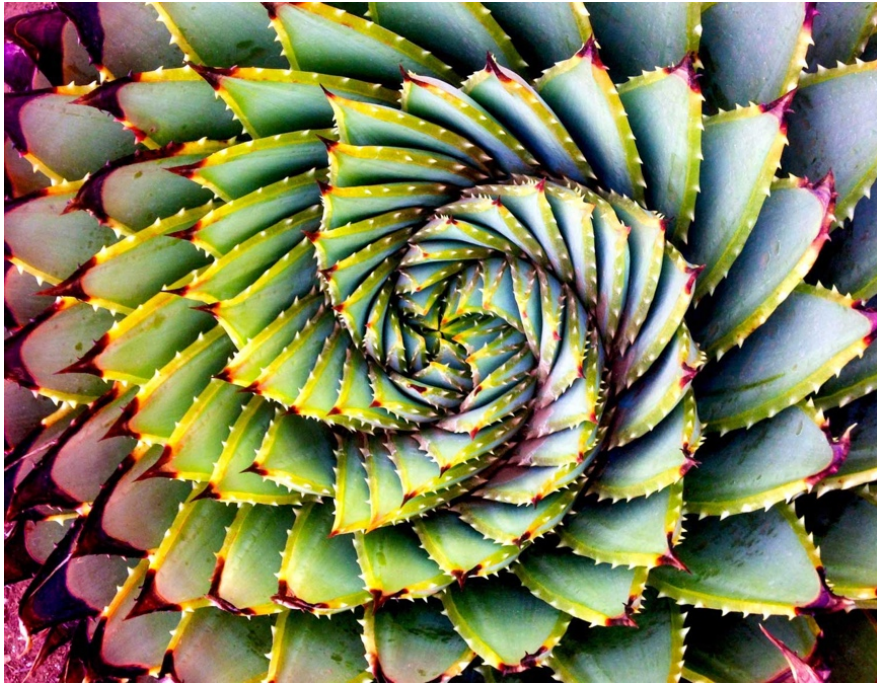
In **Biopharma**, **Biogen** and **Novo Nordisk** have both worked toward energy efficiency, waste reduction, and other ecological measures. They have also focused on social impact via partner initiatives in the areas of health and safety.



In financial services we see how banks like **ANZ** and **Westpac** in Australia both advance local communities with good sustainability practices and by embedding sustainability in their business processes and culture.



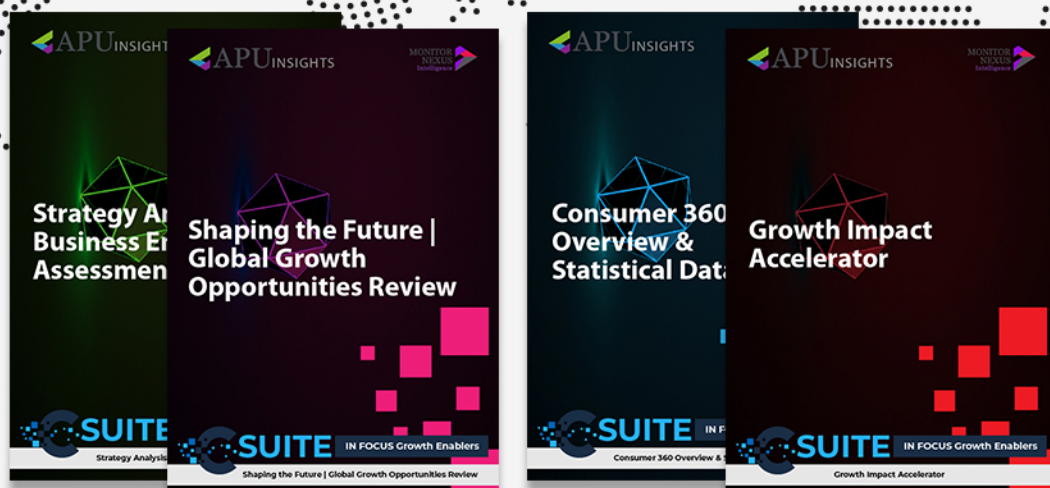
Car manufacturers like **BMW** and **Toyota** have made strides on energy efficiency and pollution reduction, not to mention **Tesla** as an outsider really challenging the industry's overall footprint.



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Designed and produced by APU Insights Creative Studio

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