

# Sustainability Strategy Services

## What We Provide

- Alignment with corporate focus: How can your sustainability strategy best support your company's core business strategy and objectives?
- Market positioning: What do current customers and new prospects expect from you on sustainability? How do you stack up against your peers?
- Actionable strategy development: Sustainability strategy answering the five key question of why, what, who, how, and when.
- Practical roadmap: Guide to successful implementation including quick wins, high-impact actions, and next generation thinking.

## How You Will Benefit

- Optimize the impact of your sustainability programs by a clear strategic focus
- Win business by exceeding expectations in prospect RFPs and client requests
- Enhance sustainability buy-in across the company from the C-suite to all staff
- Position your company as a leading player in the market place of tomorrow



We are an international  
management consulting firm  
focused on sustainability.

Our key services are strategy consulting,  
sustainability data management, communications,  
and program management.

We develop clear and customized solutions for  
sustainable corporate management that are both  
practical and performance-oriented.

Our team has a depth of expertise, analytical  
capability, and dedication to quality, which drives  
success in our clients' projects.

Our goal is to build lasting relationships built on trust  
and dedication to the needs of our clients. Nothing  
demonstrates this better than our high client retention  
rate and our growing client base.

Since 2001 we have worked with more than 70  
organizations worldwide.

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# Sustainability Strategies for Success



Strategy

## Clear Strategic Foundations for CR Leadership from the Top

Sustainability or Corporate Responsibility (CR) is increasingly recognized as a key issue for business success that has to be clearly managed all the way from the board room to the shop floor. Only a comprehensive, systematic, and strategic approach allows this in a manner that effectively enhances value and mitigates risk.

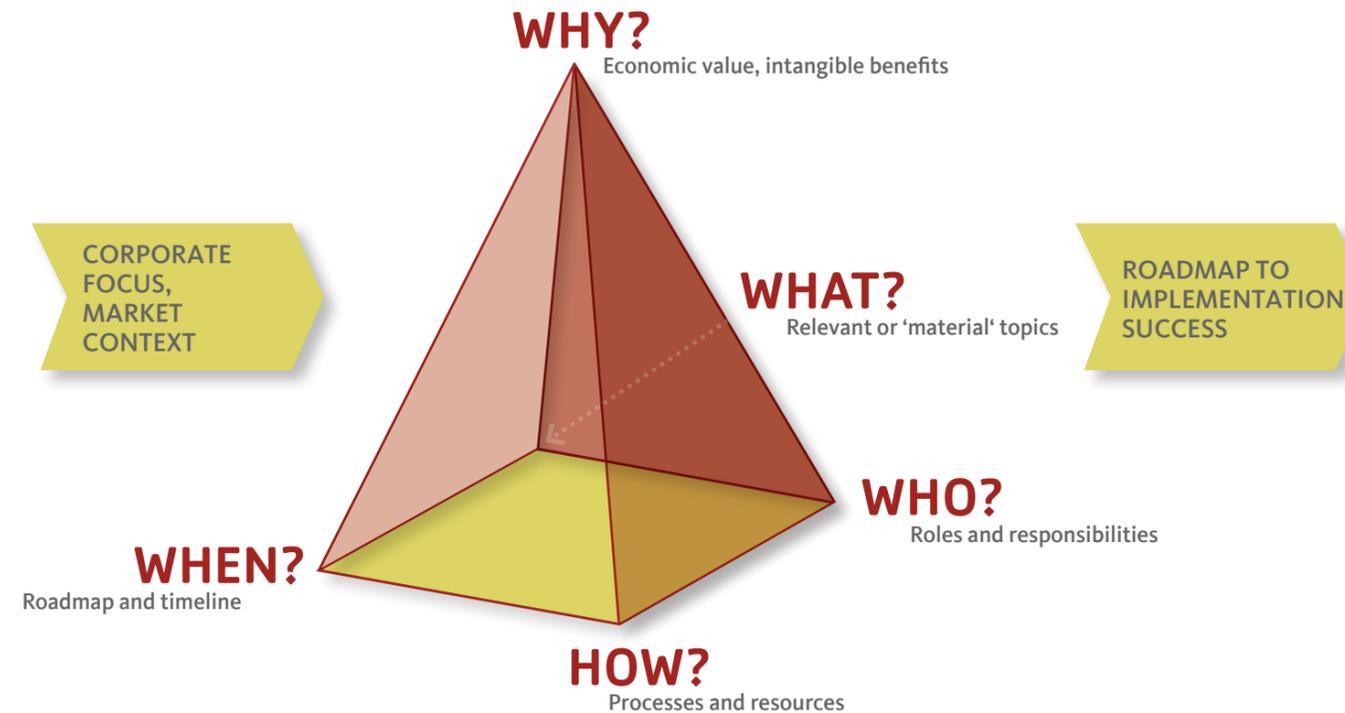
Successful strategic approaches to sustainability or CR cannot be developed in a vacuum. They have to fit well with overall business strategy and objectives, and be firmly grounded in the company's current and desired positioning in the market place.

An effective and actionable strategy considers the best strategic sustainability fit with the company's vision, values, and business objectives. It effectively addresses requests by new prospects (e.g. in RFPs) and current clients on CR, goes beyond what peers and competitors are already doing, and it answers five concrete strategic questions:

- **Why?** Is sustainability mainly meaningful as a cost saver, an income generator or a provider of intangible benefits for the company?
- **What?** Which sustainability issues are most relevant or 'material' to the company and its partners, and should thus be prioritized?
- **Who?** What are the best responsibilities and reporting lines within the company? Which strategic roles do external partners play?
- **How?** Can the company's sustainability initiatives be differentiated in the market place? Which resources are needed to achieve desired results?
- **When?** What is the best sequence in the company's sustainability program, so that key steps can effectively build on each other?

To ensure practical success of a sustainability strategy, it is best completed by a concrete roadmap for short-, mid- and long term actions that ensure full implementation.

## Building Strategic Foundations for Sustainable Business Success



## Clients Trust in Our Expertise

For the past 13 years, we have helped over 70 organizations worldwide address a wide range of sustainability-related strategy challenges, often closely integrated with sustainability data management and communications initiatives. The Sustainerv team provides deep sustainability expertise, next generation thinking and global perspective for your strategy development process.

**PANALPINA**  
on 6 continents

**GEBERIT**

**Waters**  
THE SCIENCE OF WHAT'S POSSIBLE.™

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LABORATORIES

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