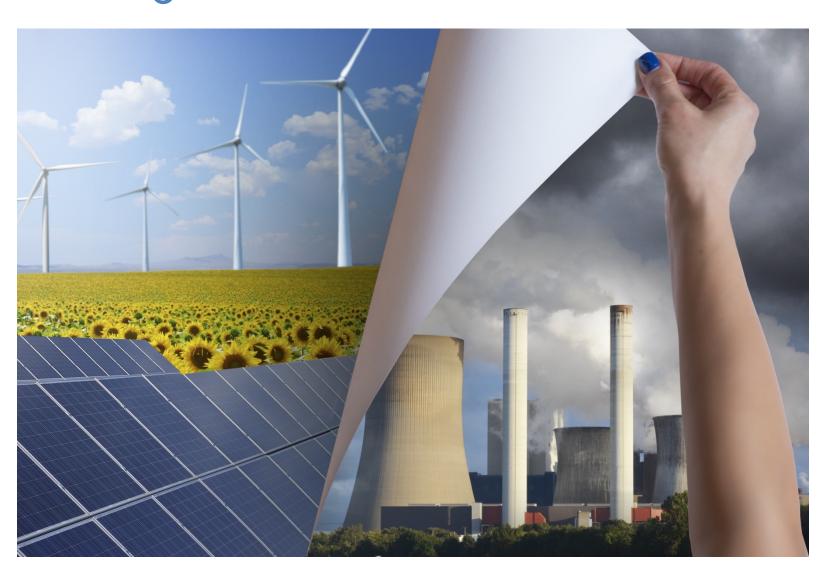
Making the Transition: 5 Stages to a Sustainable Business



The 5 Stages of Corporate Enlightenment



Stage 1: Kicking and Screaming...

If it doesn't lead to more of this...



...it won't happen.

"I don't understand what all this sustainability stuff has to do with business..."

Business Manager & Professor(!)

Stage 2: Corporate Philanthropy...

Companies realize that social and environmental philanthropic efforts build employee morale, community support, customer retention and are generally tax deductible.



"Companies are increasingly enhancing their corporate social responsibility as a means to retaining and growing consumers."

European CEO Magazine Feb 13, 2015

Stage 3: Companies realize many customers want a company with a foundation in social responsibility and products with a smaller environmental footprint.





Nike's use of sweatshops to make \$300 sneakers was seen as an immoral, egregious breach of customer trust – and customers let them know about it.

Stage 3: Companies realize many customers want a company with a foundation in social responsibility and products with a smaller environmental footprint.

Seventh Generation

- Plant-based Products
- Recyclable Packaging





It's not about doing 'Less Bad', it's about doing "More Good" for the people and the planet that are critical to our business.

Seventh Generation Website

Stage 4: Embedding Sustainability into Corporate Strategy



Without this...

There is no...



The Coca Cola company has implemented water conservation programs around the world as a means of both ensuring clean water and a future product.

Stage 5: Sustainability as the Primary Business Model

Business driven by needs of society and the planet, focusing on green and equitable:

- products and services
- innovative business models
- manufacturing operations
- supply chains

...all with the goal of profitably solving global challenges.

Any thoughts on what company is structured with this in mind?

Stage 5: Sustainability as the Primary Business Model

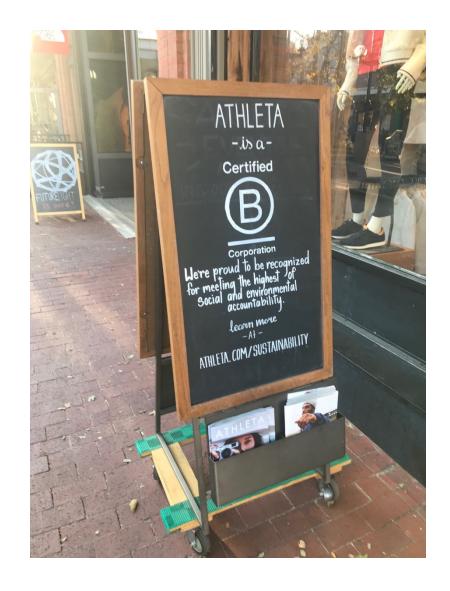




Tesla?

Patagonia?

More and more businesses are getting the message...





Next Time...

Making a Difference: Accounting for Sustainability



Credits & References

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