

# *Sustainability and Business*




# Sustainability Defined...





*What do we mean by “sustainability” anyway?*



# Sustainability Defined...

*What do we mean by “sustainability” anyway?*

**sustainability** 



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**NOUN**

*[mass noun]*

1 The ability to be maintained at a certain rate or level.  
*‘the sustainability of economic growth’*  
*‘schemes to ensure the long-term sustainability of the project’*  
[+ More example sentences](#)

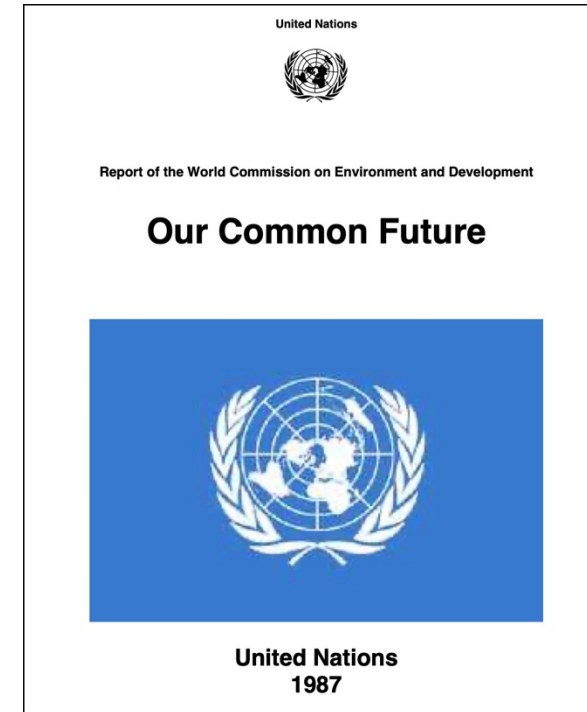
1.1 Avoidance of the depletion of natural resources in order to maintain an ecological balance.  
*‘the pursuit of global environmental sustainability’*  
*‘the ecological sustainability of the planet’*  
[+ More example sentences](#)



# Sustainable Development...



Gro Harlem Brundtland,  
Former Prime Minister of Norway



U.N. WCED Report:  
Our Common Future

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

*"The Brundtland Report" Development (1987)*

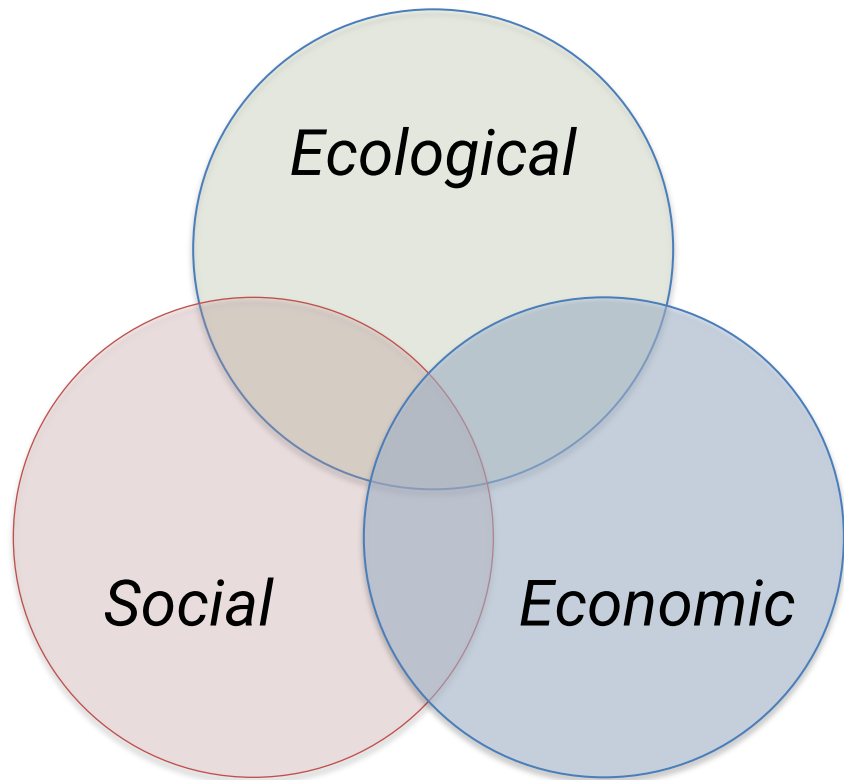
# Sustainable Development...



<https://sdgs.un.org/goals>

# Sustainability and Business...

## *Sustainable Development...*



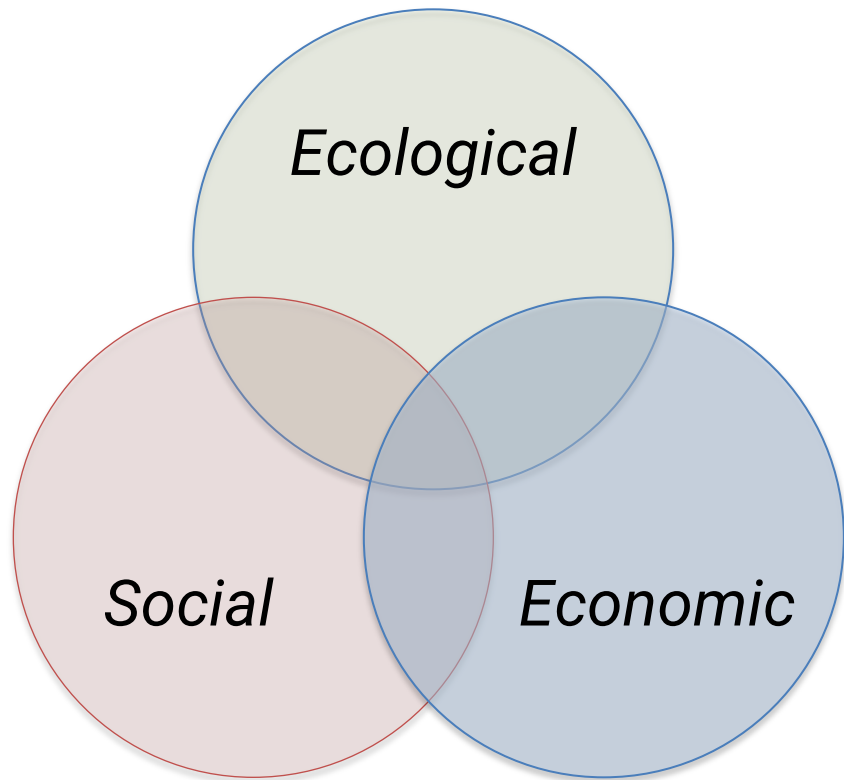
Integration of:

- Ecological (environmental) sustainability
- Social Inclusion (Equity)
- Economic Opportunity

*The 3 Pillars of Sustainability*

# Sustainability and Business...

## *Sustainable Development...*



Businesses should/must...

- “Promote social welfare and protect the natural resource base;
- Take into account the impacts on future generations and steward the natural resources base so it is productive for future users.”

Sanders & Wood  
Foundations of Sustainable Business  
Wiley (2015) p.4.

# Sustainability and Business...

## *Sustainable Business...*

A sustainable business incorporates social and environmental impacts into its decision-making regarding the need to make profits.

“Sustainable business...is an enterprise that has minimal negative impact on the global or local environment, community, society, or economy. Often, sustainable businesses have progressive environmental and human rights policies.”

Wikipedia  
[https://en.wikipedia.org/wiki/Sustainable\\_business](https://en.wikipedia.org/wiki/Sustainable_business)  
(accessed May 21, 2019).



# *Why this Matters!*



*Because businesses that pay attention to their environmental and social impacts do much better than those that don't...*

# Why Sustainability Matters in Business...

Growth rates of sustainable products and services are far higher than conventional products.

Between 2003 and 2011, the organic non-food market (clothing, personal care products, cleaners) grew by 400%, compared to 33% growth in the overall non-food market.

*Sanders & Wood  
Table 1.4*



# Why Sustainability Matters in Business...

Growth rates of sustainable products and services are far higher than conventional products.

Between 2005 and 2011, the green building market grew by 1700%, compared to a 17% contraction in the overall construction market.

*Sanders & Wood  
Table 1.4*





# Why Sustainability Matters in Business...

Growth rates of sustainable products and services are far higher than conventional products.

Between 2002 and 2011, the consumption of renewable energy increased by 456% while consumption of non-renewable energy actually decreased by 3.2%

*Sanders & Wood  
Table 1.4*



# Why Sustainability Matters in Business...

*"I don't understand what all this sustainability stuff has to do with business..."*  
*Business Manager & Professor(!)*

Growth rates of sustainable products and services are far higher than conventional products.

The next generation of consumers is even more tuned into sustainable products and the companies that make them.

If you want to hire the best people, your company needs a strong message and culture of sustainability.



# Next Time...

## *Making the Transition: 5 Stages to a Sustainable Business*



# Credits & References

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Slide 2: Sustainable business or green company vector illustration by j-mel, Adobe Stock (371607028.jpeg).

Slide 3: Image Source: <https://www.lexico.com/definition/sustainability> (accessed June 27, 2022)

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Slide 5: United Nations Sustainable Development Goals image source, downloaded at <https://www.un.org/sustainabledevelopment/news/communications-material/> (accessed June 27, 2022).

Slide 7: "Foundations of Sustainable Business: Theory, Function, and Strategy", by Nada R. Sanders and John D. Wood, Wiley (2015) p.4.

Slide 8: Wikipedia, [https://en.wikipedia.org/wiki/Sustainable\\_business](https://en.wikipedia.org/wiki/Sustainable_business) (accessed June 27, 2022).

Slide 9: Green city on earth, World environment and sustainable development concept, vector illustration by flyalone, Adobe Stock (170905055.jpeg).

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