

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



# Making the Transition...

## *The 5 Stages of Corporate Enlightenment*





# Making the Transition...

## *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(!)*

# Making the Transition...

## 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*

# Making the Transition...

*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.*



# Making the Transition...

*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*

# Making the Transition...

## *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.

# Making the Transition...

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## *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?*



# Making the Transition...

## *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*





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