

CONS2: Involve in projects that improve customer sustainability

Time of Effectiveness	Mid-Term Long term
Repeatability	85% (17 reports out of 20)
Level of Confidence	8.41/10
Category	Consumer Issues
Outcomes	<ul style="list-style-type: none"> • Increased customer satisfaction • Enhanced public opinion • Increased customer sustainability awareness
Metrics	<ul style="list-style-type: none"> • Customer satisfaction (survey) • Customer sustainability awareness (survey)
Problematic	<ul style="list-style-type: none"> • UN SDG 12: Responsible consumption • UN SDG 17: Partnerships for the goals
Additional Components	NONE

Description

To have some more impacts on sustainability, 85% of the companies got involved into sustainability projects with their customers which are most the time companies or national agencies. These sustainability projects can take several forms even if they are related to environmental purpose most the times. Moreover, the projects are, most of the time, very specific and, therefore, unique. This makes them very hard to duplicate due to the technical complexity of these. Nevertheless, this strategy has led the companies to an increased customer satisfaction and an enhanced public opinion since they can easily communicate on these projects which can be very complex and innovative.

Example CSC (p.10-13)

At CSC, they got involved in a lot of different sustainability projects. Regarding environmental sustainability, they helped the NASA by developing high performance CPU to generate climate model faster. They also provide technical and logistical support the Environmental Protection Agency (EPA) in the U.S. to restore Superfund hazardous waste sites.

Regarding social sustainability, they got involved in the creation of severe weather alert application in collaboration with the U.S. National Weather Service, which allows mass-media to be informed faster about weather risks. Moreover, they also developed a real time patient monitoring system in a hospital in Spain.

Finally, they are also putting their technology to the service of their actual customer's sustainability and propose different sustainable services which are based on the different functions they developed during their bigger projects. The communication they made around these different projects allowed them to gain in credibility as well as increasing their customer satisfaction by proposing the practices they learned into their catalog of services.