

Business Sustainability

Prof Akram Hassan SME@PMI

Agenda



01

Think

02

Act

03

Enable

04

Influence

05

Sustain

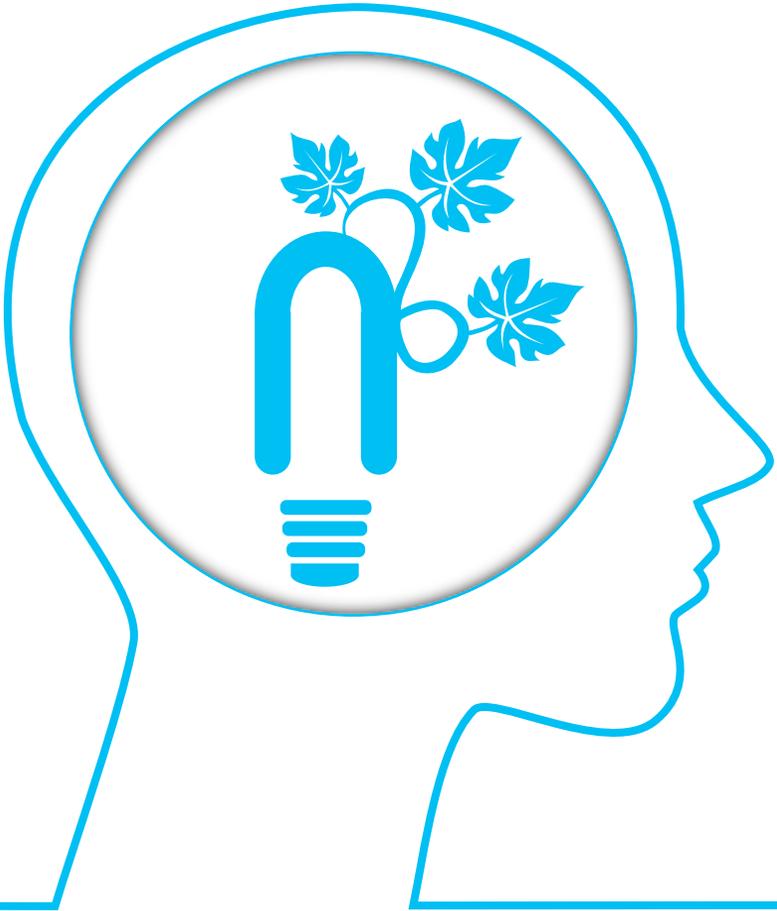




THINK

Sustainability at the center of business

THINK



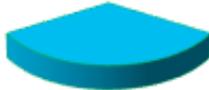
Society



Economy

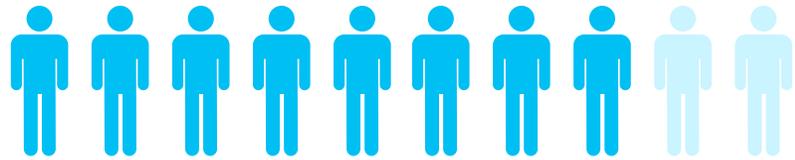


Environment

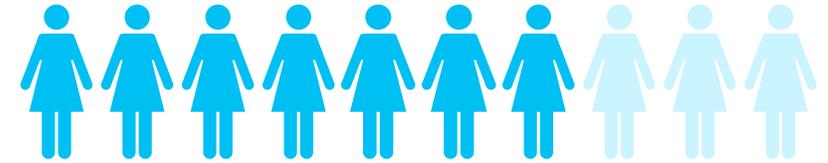


Sustainable Development Goals

As achieving the UN Sustainable Development Goals will require 'pouring \$1.4tn into low- and lower middle-income countries.



\$1.4tn



Sustainable Business Dimensions

Business sustainability can be explained as the process of managing an organization by considering three different aspects, economic, social and environmental.



Economic Interests



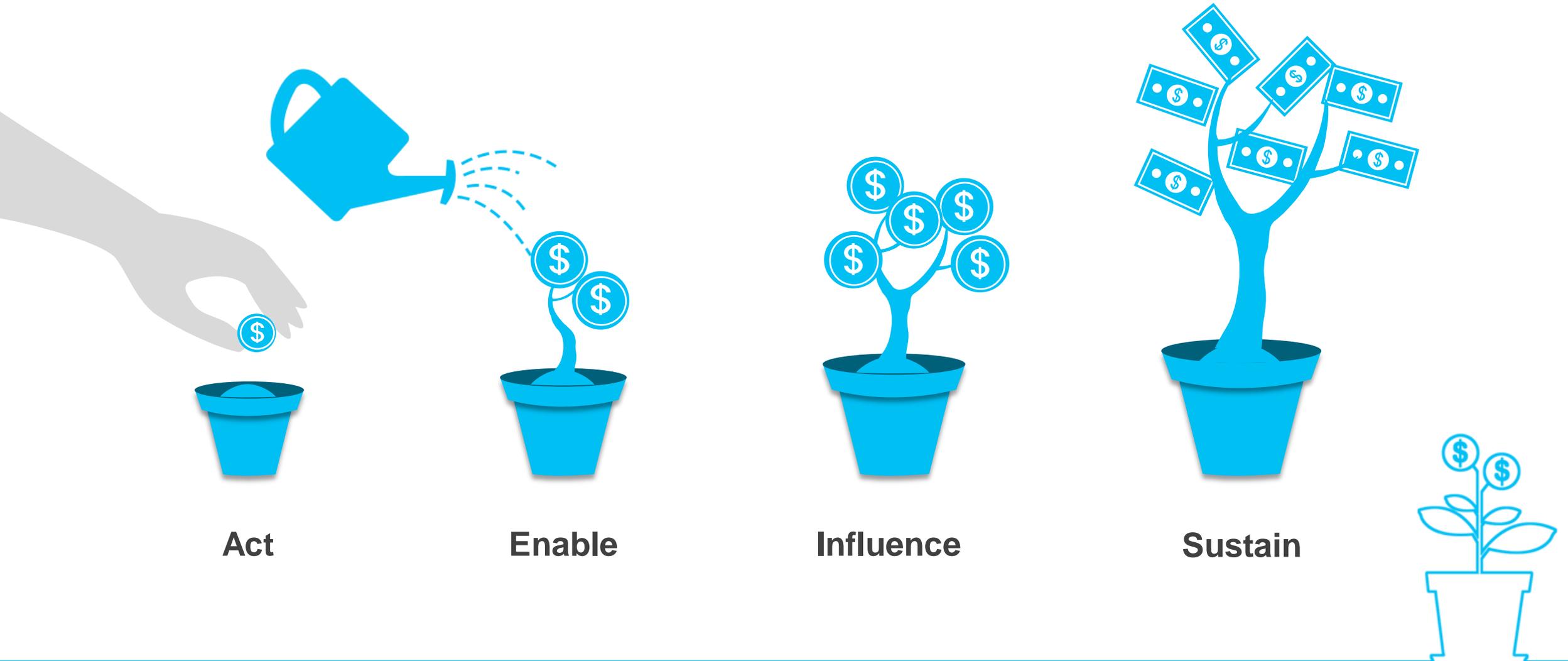
Social Interests



Environmental Interests



Business Sustainability Journey





ACT

Strategy and value creation

Governance, Leadership and management

ACT



STRATEGY AND VALUE CREATION

Resilient business strategies address sustainability challenges and take into full account all the ways that the world around us is changing.



GOVERNANCE

Boards and senior executives have the expertise, insights, and information necessary to plan for a sustainable future over the long term, while also overseeing sustainability performance today.



LEADERSHIP AND MANAGEMENT

Structures, processes, and relationships exist that make sustainability an essential part of company decision-making and operations, built upon an ethical organizational culture that sustains integrity and supports sustainability innovation.



1- Resilient Business Strategies

Elements of Resilient Business Strategies



PRODUCTS AND SERVICES
AS SUSTAINABLE SOLUTIONS



FUTURES THINKING AND
STRATEGIC FORESIGHT



CAPITAL ASSETS AND
ALLOCATION



BUSINESS CONTINUITY
AND RESILIENCE



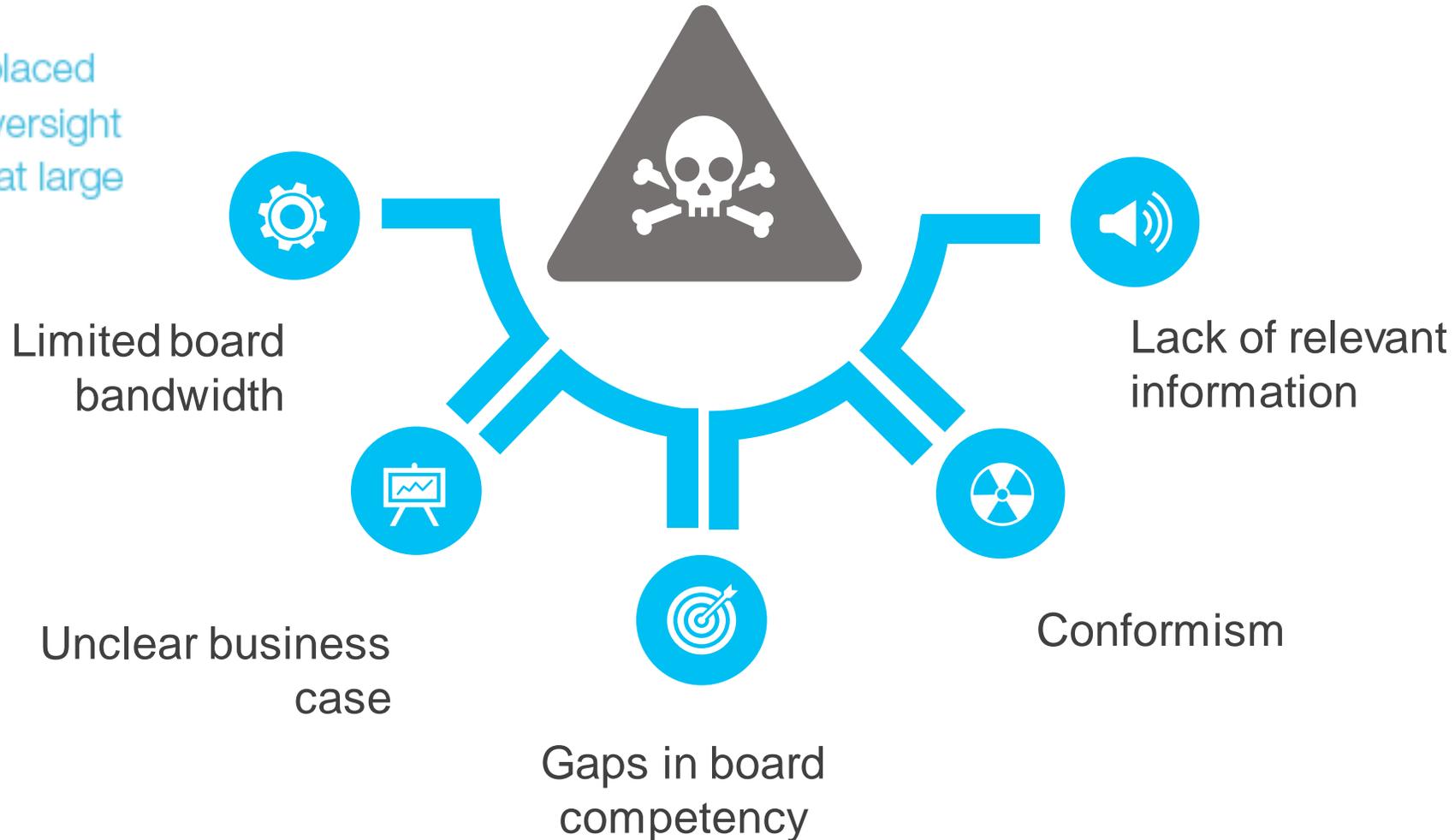
TALENT ACQUISITION
AND RETENTION



2- Governance

 **5%**

of companies placed sustainability oversight with the board at large

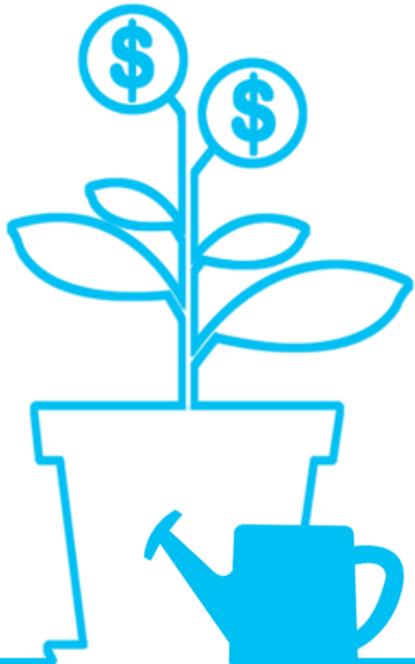


2- Governance



81%

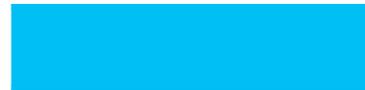
of compensation schemes linking executive pay to sustainability performance did so did so through short-term incentive packages



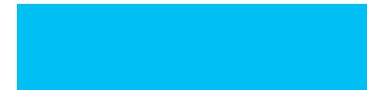
Recruit board members with expertise



Provide training on material sustainability issues

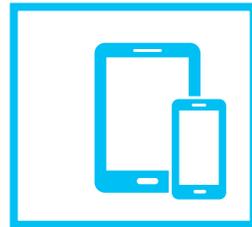


Create external advisory councils



3- Leadership and Management

We believe that sustainability leaders should reimagine their job functions in four keyways:



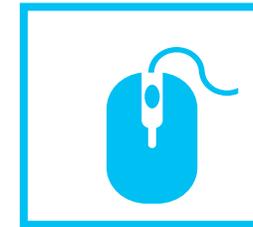
Creator
of value



Futurist



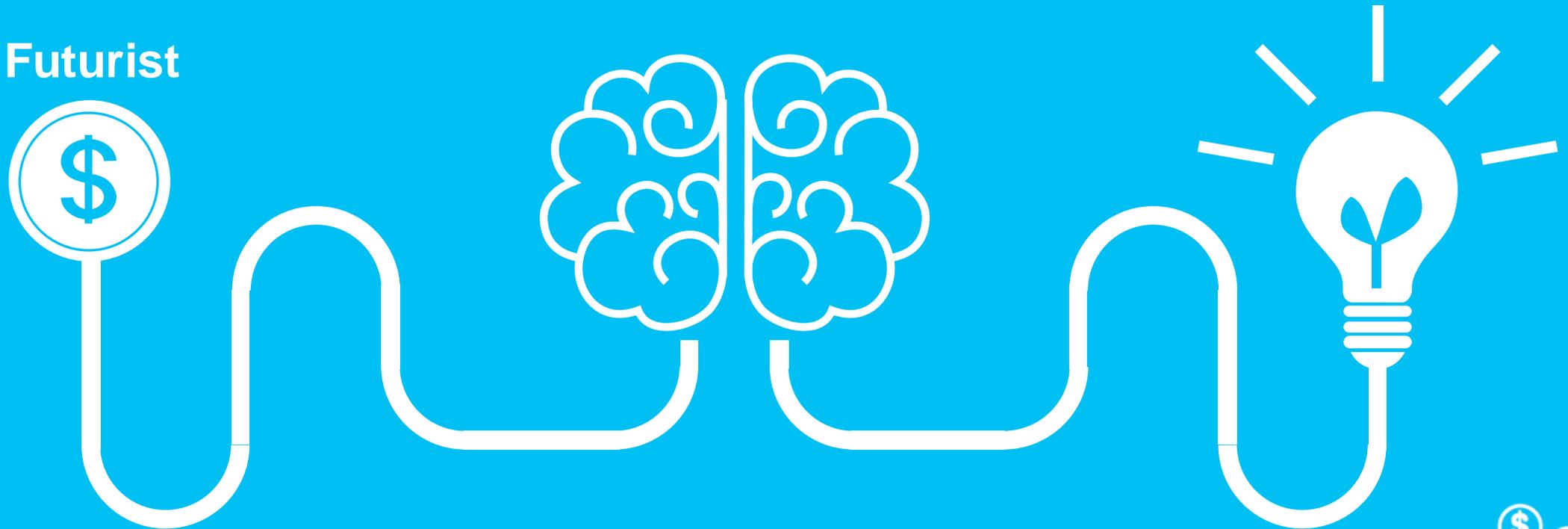
Change
agent



Coalition
builder

Futurist Keyway

Futurist



- 1- Identify long-term sustainability factors that drive risk and generate value;
- 2- Engage with VUCA of how the stakeholders respond to sustainability factors.



3- Leadership and Management



Leadership Transformation





ENABLE

Engagement and collaboration

Reporting and disclosure

ENABLE



ENGAGEMENT AND COLLABORATION

Mutually beneficial relationships exist with stakeholders and systemic challenges are addressed through collaboration with others.

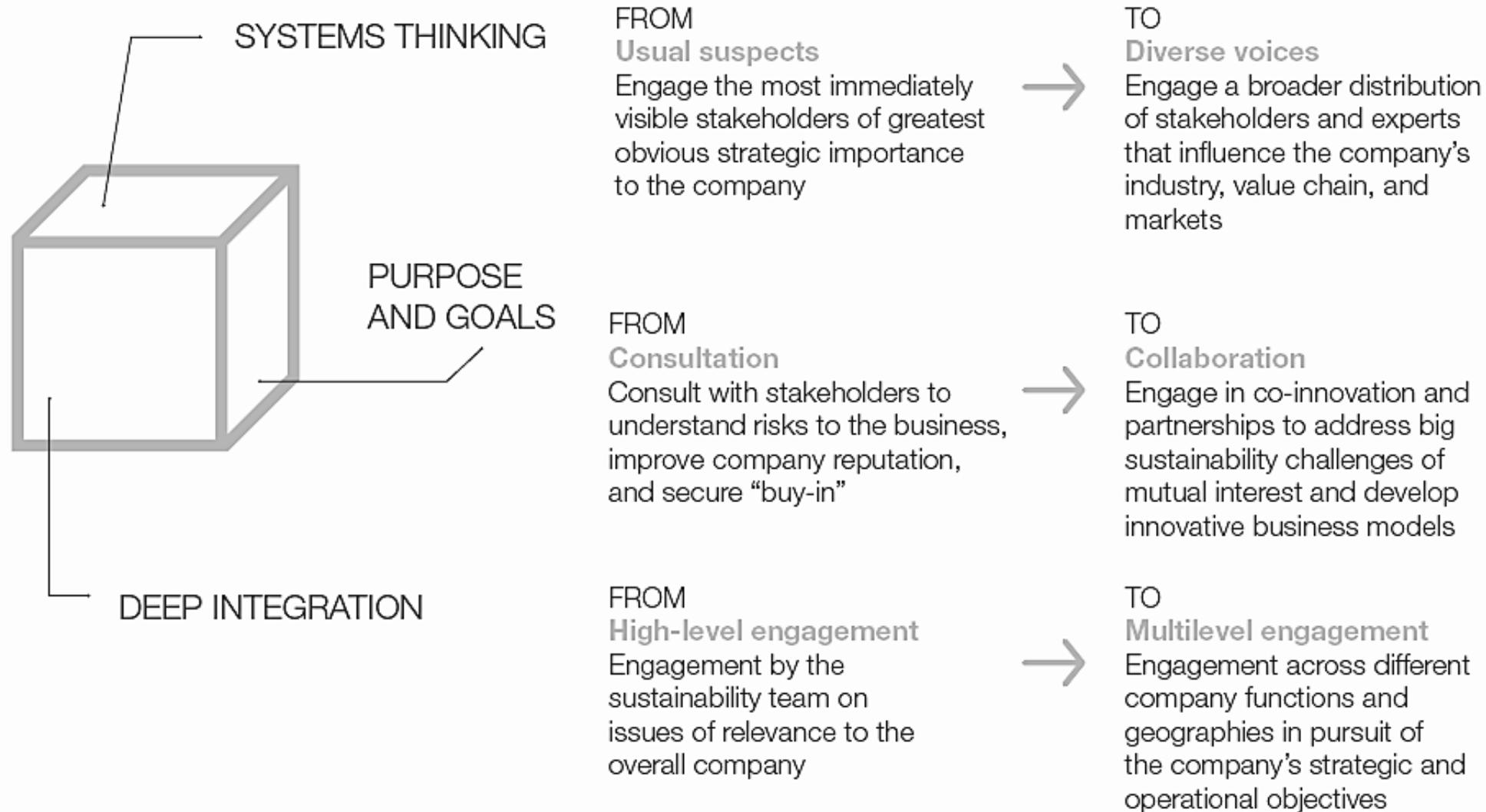


REPORTING AND DISCLOSURE

Company disclosures provide decision-useful sustainability information for shareholders and other stakeholders.

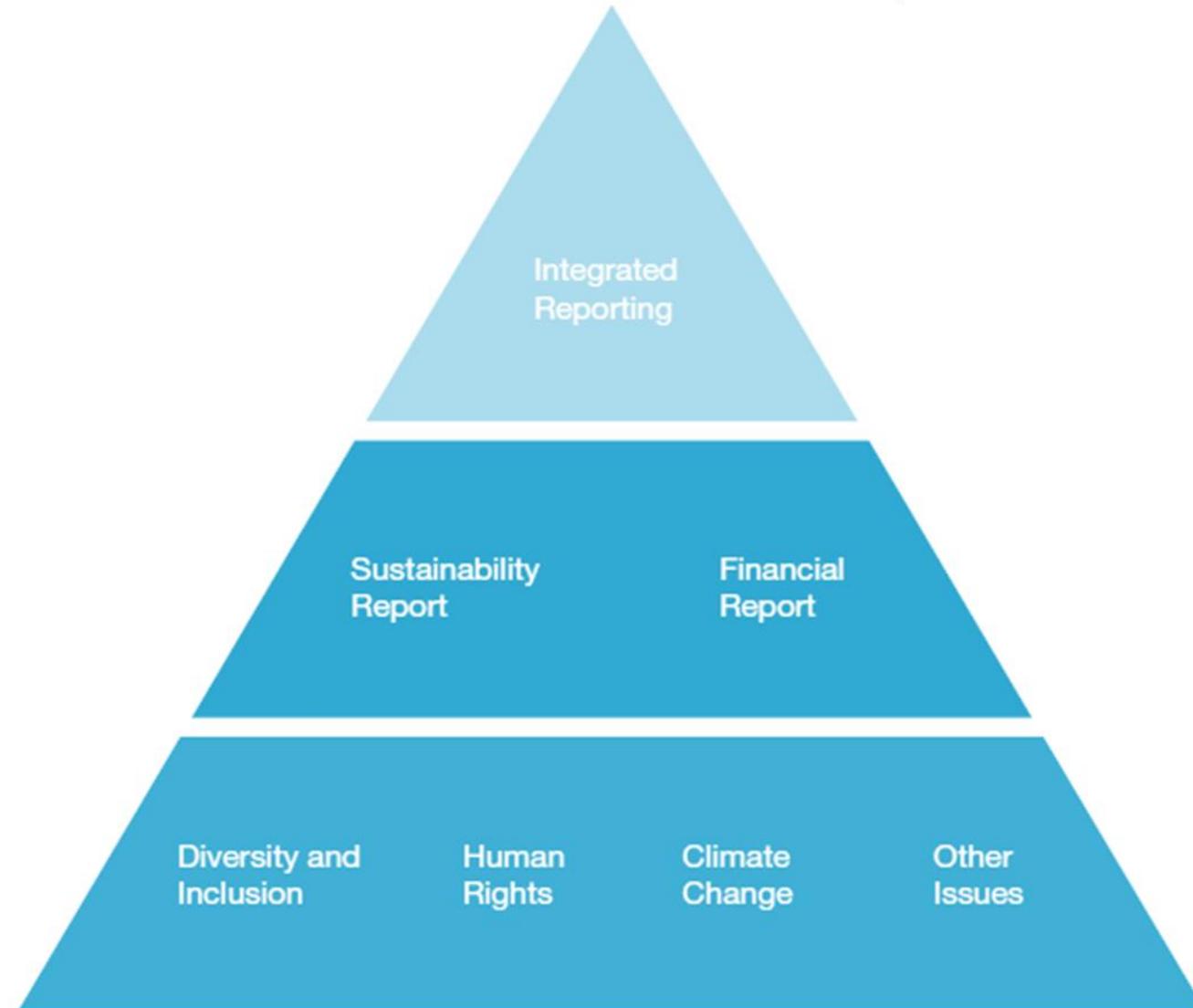
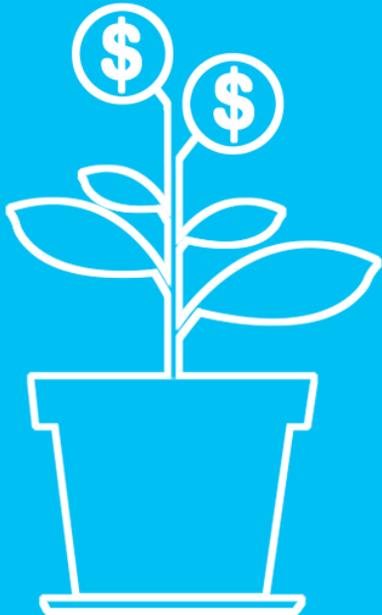


1- Stakeholder Engagement



2- Reporting and Disclosure

We can fulfill the purpose of sustainability reporting by deploying a model based on two ideas:
1- Reporting triangular
2- Connection between “numbers” and “narrative.”





INFLUENCE

Company law and regulation

Advocating for sustainable business

INFLUENCE



COMPANY LAW AND REGULATION

Support for regulatory frameworks and rules for due diligence and disclosure that drive sustainable business.



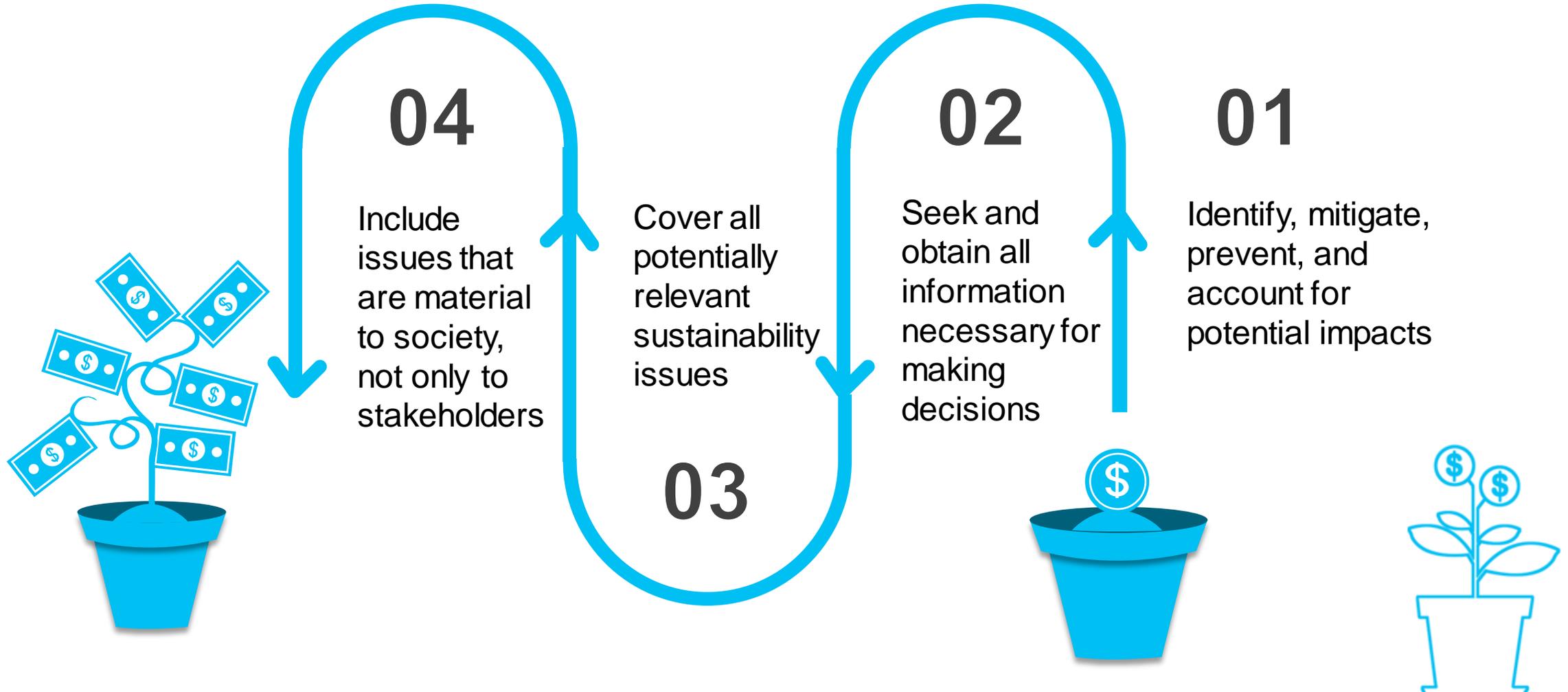
ADVOCATING FOR SUSTAINABLE BUSINESS

Speaking out in favor of policies that enable a just and sustainable world and promoting the interests of sustainable business, especially during times of political uncertainty, economic nationalism, and protectionism.



1- Company Law and Regulation

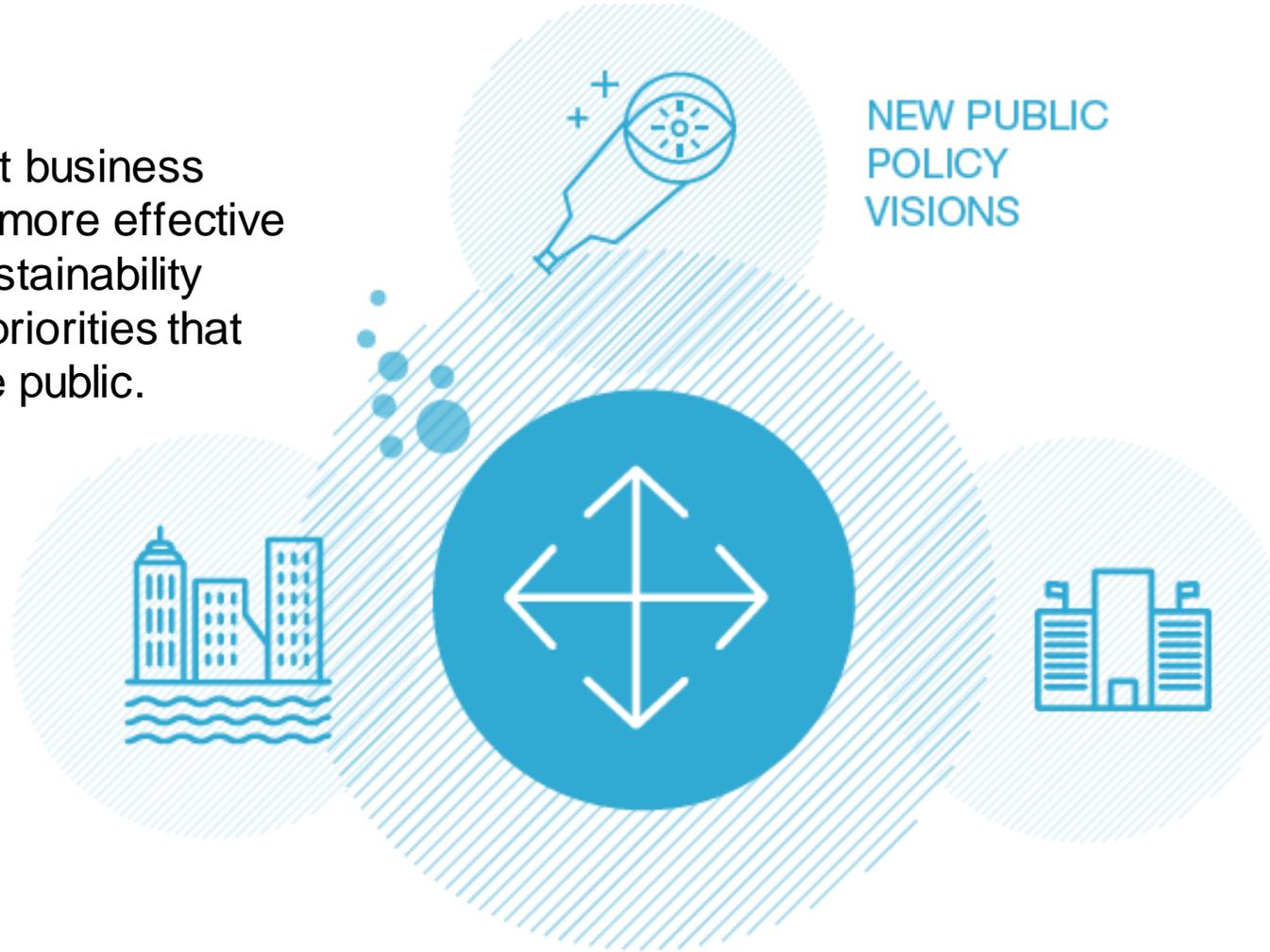
Consider the information needs of “the reasonable citizen,” not just “the reasonable investor”



2- Advocating for Sustainable Business

It is essential that business leaders become more effective at connecting sustainability challenges with priorities that resonate with the public.

MORE
DIVERSE
PUBLIC
POLICY
SPACES



NEW PUBLIC
POLICY
VISIONS

NEW PUBLIC
POLICY
COALITIONS

Three Opportunities for Action





SUSTAIN

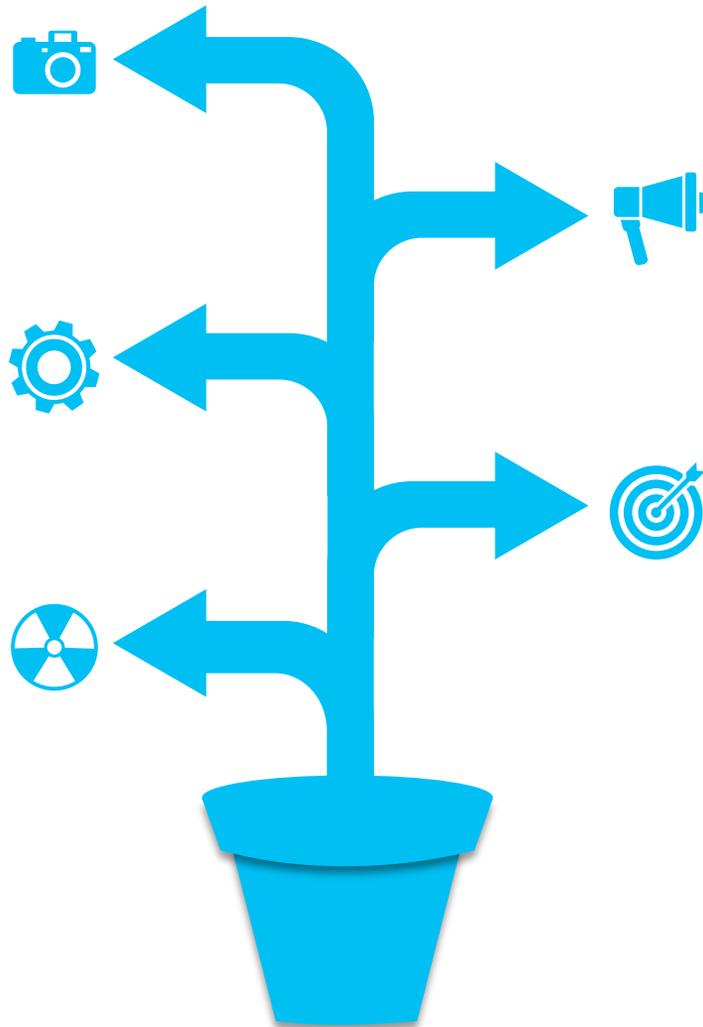
Achievement for a just and sustainable world.

10 Keys of SME Sustainability

1. Take a broad view of sustainability.

2. Define in detail what sustainability means to your company.

3. Engage all stakeholders



4. Remember that you are not alone.

5. Establish responsibility and communicate widely.



10 Keys of SME Sustainability

6. Take it step by step.



7. Walk the talk.



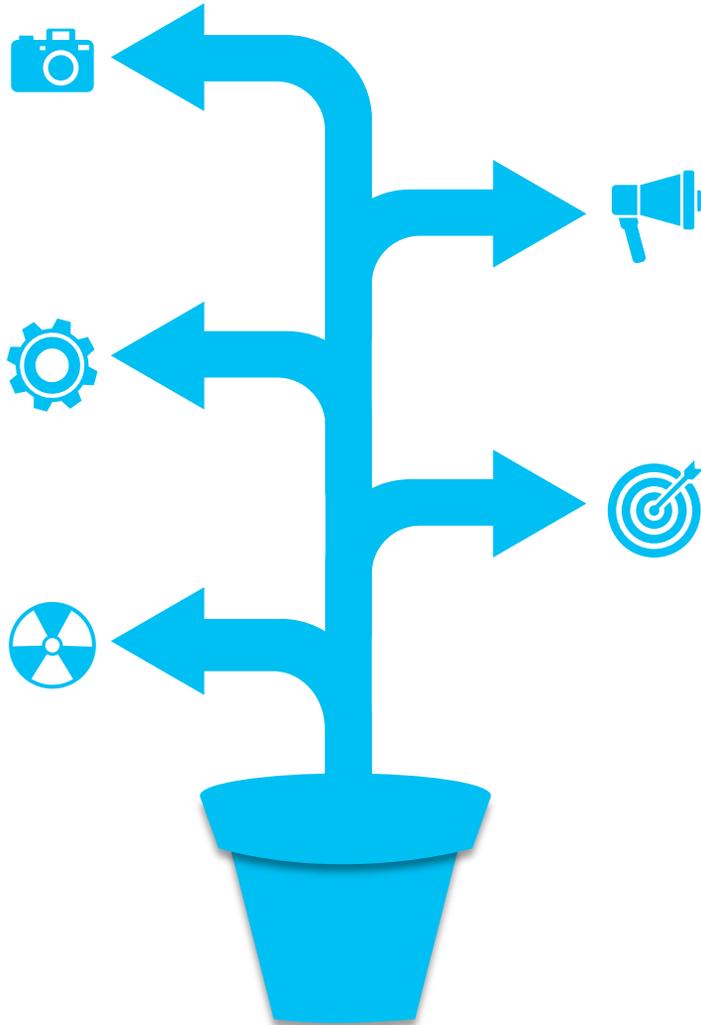
8. Tie sustainability to profit



9. Measure, monitor and review.



10. Invest in the future.





BSMA Can Help SME!

BSMA Can Help SME!

Quick Scan
1 Day
01

Full Scan
1 Week
02

Gap analysis &
Business Solutions
1 Month
03

Quick Fix &
Quick Win
1/4-1 Year
04





Thank you

*Be Safe...and
Have Sustainable Business*



Prof Akram Hassan
SME@PMI
akramkram@yahoo.com
+201014356420