

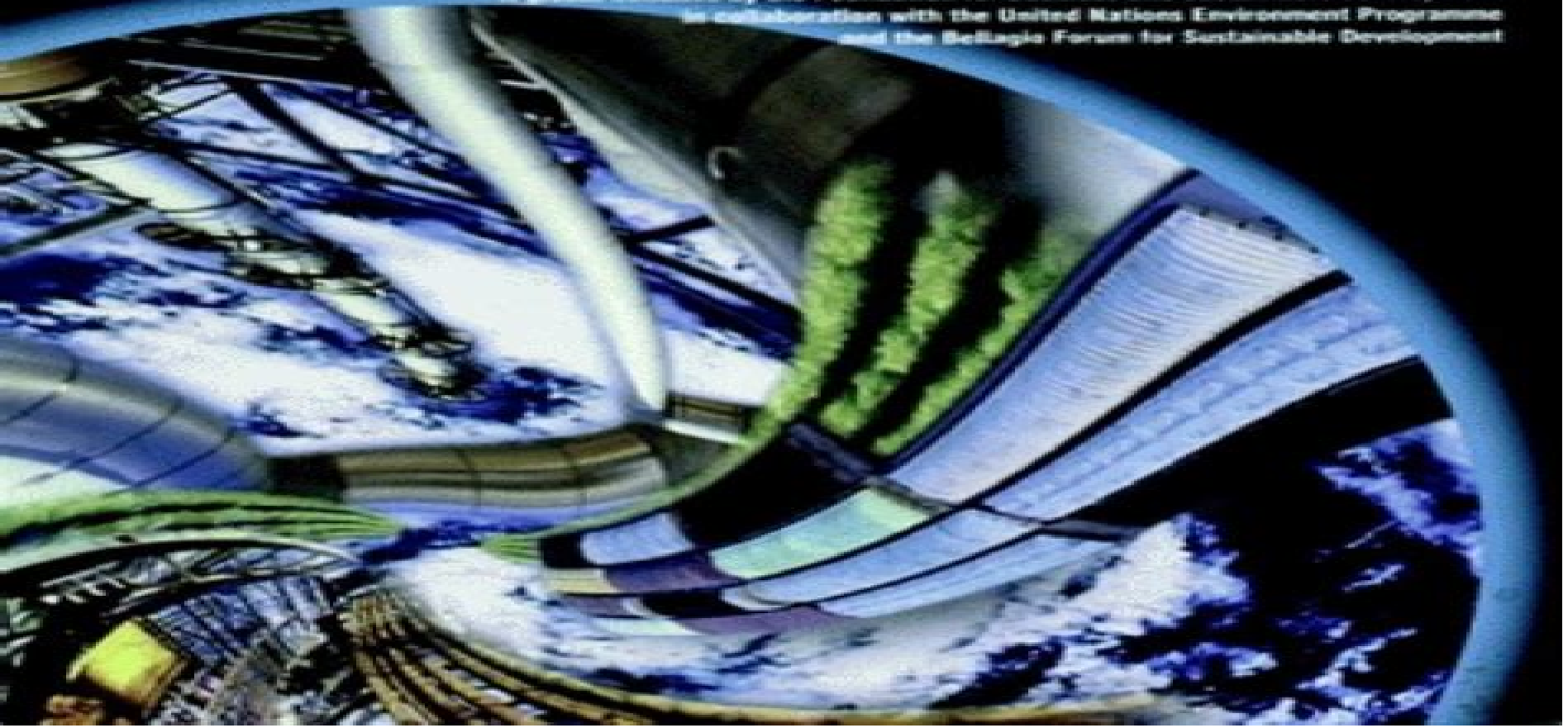
the **SUSTAINABLE BUSINESS CHALLENGE**

**A briefing for tomorrow's
business leaders**

Jan-Olaf Willums

with the World Business Council for Sustainable Development

*A global initiative by the Foundation for Business and Sustainable Development
in collaboration with the United Nations Environment Programme
and the Bellagio Forum for Sustainable Development*



Sustainable Business Challenge A Briefing For Tomorrows Business Leaders

Gbadamosi, Ayantunji



Sustainable Business Challenge A Briefing For Tomorrow's Business Leaders:

The sustainable business challenge World Business Council for Sustainable Development, 1997 **The Sustainable Business Challenge** Jan-Olaf Willums, 2017

Two decades ago in the late 1970s environmental concerns were only beginning to surface in the world's boardrooms. Today environmental stewardship is part of every board member's vocabulary. So what issues will be on the corporate board agenda twenty years from now? How fully will environmental and social questions be integrated into the fabric of an enterprise? That depends on those entering the corporate world now. By the time today's business students have gained senior positions, concepts such as eco efficiency and the social licence to operate should be common currency. Therefore environmental concerns will be high on the list of recruitment and career development requirements of 21st century corporations. So how well prepared are today's business students?

The Sustainable Business Challenge began with a collaboration between the WBCSD and the international student organization AISEC to discover precisely that. Environmental staff from the WBCSD's member companies, business professors and members of environmental NGOs were asked to help compile a document of what every student should know. A version was posted on the Internet along with a certificated exam, The Sustainable Business Challenge Exam, and was greeted with much enthusiasm from around the world. This success prompted great demand for an accompanying book. Based on the original Internet background document, The Sustainable Business Challenge is now available.

The Sustainable Business Challenge is the most comprehensive and up to date primer available on issues of corporate sustainability and of environmental issues that affect business. All the key topics are addressed thoroughly and succinctly. What does sustainable development mean and what are its implications? What are the important issues for business regarding climate, water, fisheries, agriculture, forestry, biodiversity, energy, transport and waste? What are the key topics on today's board agenda? What do businesses need to know about emerging themes such as product stewardship, sustainable consumption, global trade and risk and uncertainty? What are the tools for managing the sustainable corporation? What about concepts for the next century such as eco efficiency by product synergy, the triple bottom line? In order to put these issues and many more in context, they are all viewed from the perspective of the fictional SDX Corporation, a US multinational manufacturing corporation, as they get to grips with the policy implications of environmental issues throughout 1999. We eavesdrop on an imagined dialogue as a large corporation questions its future via board papers, internal memoranda, letters and press clippings. This takes The Sustainable Business Challenge above the realm of an environmental management textbook, presenting instead the story of a corporation's search for sustainability. A final chapter takes us to 2020 and imagines what will be on the board's agenda by then. The Sustainable Business Challenge is unique in the breadth of its scope yet doesn't over simplify the issues. It is thoroughly revised and up to date; it includes discussion on the implications of the Kyoto negotiations and includes contributions from John Elkington, SustainAbility, Rick Bunch, World Resources Institute and numerous others. Anyone, business students, managers, heads of SMEs looking for a single resource

that presents all the key environmental issues as they affect business now and into the next century need look no further than The Sustainable Business Challenge Provided by publisher **The Sustainable Business Challenge** Jan-Olaf Willums,1998 The Sustainable Business Challenge is the most comprehensive and up to date primer available on issues of corporate sustainability and of environmental issues that affect business All the key topics are addressed thoroughly and succinctly *Corporate Responsibility* Michael Blowfield,Mick Blowfield,Alan Murray,2011-01-27 This textbook examines the multiple dimensions to corporate responsibility creating a framework that presents a historical and interdisciplinary overview of the field a summary of different management approaches and a review of the key actors and trends worldwide

Stakeholder Thinking in Marketing Michael Jay Polonsky,2005 Stakeholder thinking in marketingStakeholder thinking is becoming a core part of marketing as well as other businessrelated disciplines A search of the business source primmer database found that priorto 1995 there are 58 articles using the term stakeholder in their title and 27 academicmarketing related articles with stakeholder as a key term The interest in stakeholdertheory has however grown rapidly between January 2000 and November 2004 therewere 228 articles using stakeholder theory in the title and 140 academic marketingrelated journal articles that examined stakeholder issues In fact the American Marketing Association s AMA 2004 new definition ofmarketing expressly incorporates our responsibility to consider how marketingactivities impact stakeholders Marketing is an organizational function and a set of processes for creating communicating and delivering value to customers and for managing customer relationships in ways thatbenefit the organization and its stakeholders Thus the AMA has recognised the core role of stakeholder thinking While there is an increased interest in stakeholder thinking in marking anexamination of the literature would seem to suggest that there is no unified view ofhow stakeholder thinking can be or should be integrated into theory or practice Manyof the stakeholder works marketing and in other disciplines still focus on the socialand ethical impacts of stakeholders This may have been where much off stakeholderthinking initially gained its prominence but it is a broader strategic tool that canbenefit a range of areas and was in fact the focus of Freeman s 1984 original work inthe area This is not to suggest that the general strategic implications of stakeholderthinking are not being consider as an increasingly number of works are looking atstakeholder implications in regards to exchange networks relationship marketing andother issues related to strategy development The papers in this special issue have considered a range of varying perspectivesincluding corporate social responsibility the impact of interacting with stakeholders relationship issues and broader discussions of stakeholder theory as a strategic tool These papers have taken a diverse range of perspectives including conceptual works case studies qualitative approaches and various empirical approaches to examiningthe issues of interest within various pieces The scope of papers included in the special as well as those not included identifies the breadth of relevance stakeholder thinkinghas for the application of all aspects of marketing theory and practice The question of how stakeholders and stakeholder theory can be considered inorganisational activities and

marketing theory is an issue that most certainly seems to warrant further consideration. The works in this special issue have advanced this debate and identified some directions that could be considered. Stakeholder thinking is, however, not necessarily a paradigm shift in marketing thinking although some might believe it is but rather it broadens existing concepts such as relationship marketing, network theory, organisational social responsibility and other areas. Hopefully the papers presented in this special issue will encourage others to consider the inclusion of stakeholders into broader areas of marketing. Any special issue editor has to thank a range of people for assistance with developing the special issue. I would like to thank Audrey Gilmore and David Carson, editors of EJM, for allowing the special issue to be developed. Their input through the process has been invaluable. I would also like to thank the many authors of unsuccessful papers for submitting their work. It was, of course, impossible to include all papers in the special issue but the breadth of coverage in regards to topics and geographic areas would seem to demonstrate the growing interest in stakeholder thinking within marketing. Lastly, it is imperative that I thank the reviewers without their assistance the special issue would not have been possible. The following people reviewed papers for the special issue: Anupam Jaju, Gorge Mason University; Bill Kilbourn, Clemson University; Bob Heiser, New Mexico State University; Catherine Elder, eabode visi net; Cathy L Hartman, Utah State University; David Waller, University of Technology Sydney; David Stewart, Monash University; Devashish Pujari, McMaster University; Dr Russell Casey, Clayton State University; Duane Windsor, Rice University; Edwin R Stafford, Utah State University; Felix Mavondo, Monsah University; Frank de Bakker, University of Amsterdam; Hamish Ratten, University of Queensland; J Tomas Gomez Arias, St Mary's College of California; Jeanne M Logsdon, University of New Mexico; John F Mahon, University of Maine; John Stanton, University of Western Sydney; Kamal Ghose, University of South Australia; Kelly Strong, Iowa State University; Kirk Davidson, Mount St Mary's University; Kim E Schatzel, University of Michigan Dearborn; Les Carlson, Clemson University; Linda McGilvray, Massey University; Marie Louise Fry, University of Newcastle, Australia; Mary McKinley, ESCM School of Business and Management; Michael Beverland, Monsah University; Michael Hyman, New Mexico State University; Mike McCardle, Western Michigan University; Mike Reid, Monash University; Nick Grigoriou, Royal Melbourne Institute of Technology; Peter Scholem, Monash University; Rita Ferreira, University of Navarra, Spain; Garma Victoria, University of Australia; Ruhi Yahan, Victoria University, Australia; Rujirutana Mandhachitara, Long Island University; Sabrina Helm, Heinrich Heine University, Duesseldorf; Scott Vitell, The University of Mississippi; Sema Sakarya, Bogazici University; Srikanth Beldona, University of Delaware; Stacey Hills, Utah State University; Taras Danko, National Technical University, Ulrich Orth, Oregon State University and William E Martello, St Edwards University. Michael Jay Polonsky, Guest Editor. Previously published in European Journal of Marketing, Volume 39, Number 9, 10, 2005.

A Thousand Shades of Green Peter Winsemius, Ulrich Guntram, 2013-06-17. What does it mean for the environment is a strategic corollary of almost any significant business decision today and companies must take seriously their responsibilities to regulators, customers, employees and the wider society. A Thousand Shades of Green is aimed at business

leaders in need of a clear understanding of the key corporate environmental challenges and the insight and vision to meet them imperatives such as engaging stakeholders and developing partnerships understanding the policy making process forming corporate responses and drafting environmental management strategies with the promise of genuine competitive advantage for their companies Drawing on their extensive consultancy experience with some of the most progressive companies around the world the authors examine why and how businesses must confront the rapidly developing agenda set by environmental constraints and social and regulatory pressure They identify the corporate environmental challenge with that of change management and advocate a recognition that there is no single strategy or endgame applicable to all companies there are a thousand shades of green Only by pursuing thorough reflective consistent competitive and proactive strategies will businesses be able to avoid being embroiled in costly and complex reactive approaches

Becoming Part of the Solution Bill Wallace,2005-01-01 *Sustainable Solutions* Martin Charter,Ursula Tischner,2017-09-08 Toughening environmental legislation national and supra national environmental product policies and growing customer demands are focusing the attention of companies on the environmental and broader social issues linked to the creation and delivery of their products and services There is now an urgent need for appropriate management structures practical tools and increased awareness among all stakeholders in the product development process and throughout the entire product life cycle These are huge issues with major implications for corporate management design and production strategies Sustainable Solutions provides state of the art analysis and case studies on why and how cutting edge companies are developing new products and services to fit triple bottom line expectations The book is split into three sections first the broad issues of business sustainability are examined with focus on sustainable production and consumption and consideration of North South issues Second the book tackles the major methodologies and approaches toward organising and developing more sustainable products and services Third an outstanding collection of global case studies highlights the progress made by a wide range of companies toward dematerialisation eco innovation and design for durability Finally the book collects together a comprehensive list of web addresses of useful organisations Practical and comprehensive Sustainable Solutions will be essential reading for corporate managers product designers R D staff academics and all individuals interested in a definitive source on how new product and service development can and is contributing toward tackling the challenge of sustainable development

Walking the Talk Jr, Charles O. Holliday,Stephan Schmidheiny,Philip Watts,2017-10-19 The authors argue the business case for sustainable development in this study that explores a range of issues beginning with corporate social responsibility and ending with eco efficiency

Green Business: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources,2019-02-01 The issues of sustainability and corporate social responsibility have become vital discussions in many industries within the public and private sectors In the business realm incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and

socially Green Business Concepts Methodologies Tools and Applications is a vital reference source for the latest research findings on the challenges and benefits of implementing sustainability into the core functions of contemporary enterprises focusing on how green approaches improve operations Highlighting a range of topics such as corporate sustainability green enterprises and circular economy this multi volume book is ideally designed for business executives business and marketing professionals business managers academicians and researchers actively involved in the business industry

Sustainable Measures Martin Bennett, Peter James, Leon Klinkers, 2017-09-08 Environmental and social performance measurement and reporting by business has become a high profile issue during the 1990s It is increasingly being requested by stakeholders and required by governments Companies too are finding that they need better environmental and social performance data for effective internal management And there are a growing number of standardisation initiatives such as the ISO 14031 guidelines on environmental performance evaluation or the CERES Global Reporting Initiative GRI template for sustainability reporting that are aimed at making it easier for more companies to take action and for stakeholders to compare their progress Sustainable Measures collects together most of the key work and individuals concerned with the topic from around the world Contributions include environmental and social reporting by John Elkington and colleagues at SustainAbility the GRI discussion draft Roger Adams and Martin Houldin on the FEE study of environmental reporting Janet Ranganathan of the World Resources Institute on sustainability measures and Martin Bennett and Peter James on ISO 14031 and the future of environmental performance evaluation There are also chapters examining current practice in Austria Denmark India Indonesia Japan the Netherlands and South Africa developments in electronic reporting as well as case studies of Baxter Kunert Niagara Mohawk Unox The Body Shop and the UK water industry and an analysis of leading social reports The book is essential reading for all academics campaigners policy makers and practitioners with an interest in issues such as The standardization and comparability of environmental and social performance measures Measuring and reporting on sustainable business Eco points and other means of evaluating product impacts The implementation of measurement and reporting Best practice in corporate environmental and social reporting New means of communicating environmental data Environmental performance evaluation in developing countries

Yearbook of International Cooperation on Environment and Development 1999-2000 Helge Ole Bergesen, Georg Parmann, Oystein B. Thommessen, 2013-11-05 List of Contents Current Issues and Key Themes Agreements on Environment and Development Systematically listed key data and illustrations concerning the most important international agreements presented on the basis of information from the organizations in question and other sources covering such matters as objectives scope time and place of establishment status of participation affiliated instruments and organizations major activities secretariat finance rules and standards monitoring and implementation decision making bodies key publications Internet sources This edition includes the new Convention on Access to Information Public Participation in decision Making and Access to Justice in Environmental Matters and the

Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade
 Intergovernmental Organizations IGOs including UN specialized agencies objectives type of organization membership date of establishment secretariat activities decision making bodies finance key publications Internet sources International Non governmental Organizations NGOs objectives type of organization membership date of establishment secretariat activities budget key publications Internet sources Country Profiles Summaries of the performance and main commitments of 15 OECD countries in addition to Brazil Indonesia Nigeria South Africa and Thailand Originally published in 1999 *The Sustainability Effect* A. Brady, 2005-09-15 Corporate sustainability corporate social responsibility corporate citizenship and corporate reputation are without a doubt hot topics for today's business The Sustainability Effect offers a unique practical and refreshing perspective on this debate Drawing on research conducted with some of the world's largest 500 companies Arlo Kristjan O Brady takes a detailed look at corporate sustainability and corporate reputation management focusing on establishing the potential impact positive and negative that sustainability issues can have on the reputation of large multinational corporations Mapping the Journey Lorinda R. Rowledge, Russell Barton, Kevin Brady, James Fava, Cynthia Figge, Konrad Saur, Steven Young, 2017-11-28 This illuminating new book presents a series of in depth case studies from around the world based on numerous personal interviews with organizational leaders and focusing on their journey towards sustainability The aim is to provide visions of a more sustainable future and shed light on the path milestones and solutions in particular the management processes these organizations employed to provide a reliable compass that others can follow Although each organization must take steps to fit its particular circumstance business conditions and culture Mapping the Journey proves that valuable lessons can be learned by setting aside critique as to where these organizations may yet make progress and instead focusing on the guidelines targets measures of success tools and techniques and valuable wisdom about how pioneer organisations are travelling toward a prosperous sustainable future Each organization included has crafted its own unique strategic responses to an identified need for increased sustainability While none can be said to have reached the end point of a sustainable development strategy all have found that by addressing the challenge of sustainable industrial practices they have found innovative solutions new opportunities for revenue generation better relationships with customers new business and product opportunities and a boost to morale from the executive ranks to front line employees Mapping the Journey examines both public and private organizations worldwide SJ Rail of Sweden Sony Corporation SC Johnson TransAlta Corporation Patagonia Henkel Volvo ASG Interface Flooring Systems Suncor DaimlerChrysler AssiDoman Germany's Centre for Technology Assessment and the Dutch National Environmental Policy Plan These case studies provide an inspiring framework of effective processes for defining a sustainable development strategy and transforming it successfully into actions and results **Buying for the Future** Kevin Lyons, 2000 Supported by WWF this vital new book demonstrates how to make environmentally sound purchasing decisions Drawing on his experience as the head of purchasing for a major

American university Kevin Lyons offers a practical guide to responsible purchasing Working for a university with a population of 60 000 Lyons faced the challenge of how to reduce damage to the environment while still meeting the needs of this community Lyons covers the key areas including purchasing policy design and implementation strategies how to write environmentally sensitive contracts the relevance of environmental laws understanding the competitive bidding process enforcing the environmental responsibilities of suppliers developing corporate leadership strategies putting contractual enhancements into action developing national and international environmental partnerships **Business Ethics** ,1998

Handbook of Research on Consumerism and Buying Behavior in Developing Nations Gbadamosi, Ayantunji,2016-05-31 Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service Despite the importance of consumer knowledge and understanding research based insight into the buying patterns and consumption habits of individuals in emerging nations remains limited The Handbook of Research on Consumerism and Buying Behavior in Developing Nations takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries Emphasizing the power of the consumer market in emerging economies and their overall role in the global market system this edited volume features research based perspectives on consumer perception behavior and relationship management across industries This timely publication is an essential resource for marketing professionals consumer researchers international business strategists scholars and graduate level students **Main Currents in Western**

Environmental Thought P. R. Hay,2002 Topics covered include the roots of environmental philosophy the development of ecophilosophy deep ecology and ecofeminism how religion relates to environmental values environmentalists writings on science and epistemology animal liberation the role of place the economic dimensions of environmental thought environmental writing in various political traditions and green writers critiques of political movements The work draws from the disciplines of philosophy political science psychology sociology and cultural studies **Tomorrow's Markets** Don S. Doering,2002 In this publication the leading indicators of world economic environmental and social condition have been collected and communicated specifically for an international business audience The report reflects the rising interest in using market solutions to address the world s most pressing problems and gives businesses a tool to better respond to global changes The topics covered include population wealth nutrition health education consumption energy emissions efficiency ecosystems agriculture freshwater urbanization mobility communications labor democracy accountability and privatization The global trend for each topic is presented in a concise format that can be easily adapted for business use WRI website

Australian Master OHS and Environment Guide ,2007 The first point of reference for all OHS and environmental best practice and strategy providing operational guidance with examples to achieve optimal workplace safety and environmental sustainability

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