Evolution of Sustainability in Organizations

1.0
Supply chain
Stakeholder collaboration
Marketing

2.0
Product development
Brand strategy

3.0
Sustainable innovation
Proactive engagement
Customer behavior change

Organizational Focus
- Crisis
- Reputation
- Public relations
- Regulatory framework

2000
Basic

Today
Industry standard

2030
Leading edge

Main focus of CSR action
- Crisis management (comm)
- CSR management & reporting (CSR team)
- Energy efficiency & cost savings (CSR team)

- Employee engagement (CSR team with CO2-monitor)
- Operationalized sustainability (all)

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