

Le strategie di sostenibilità per la creazione di valore delle società

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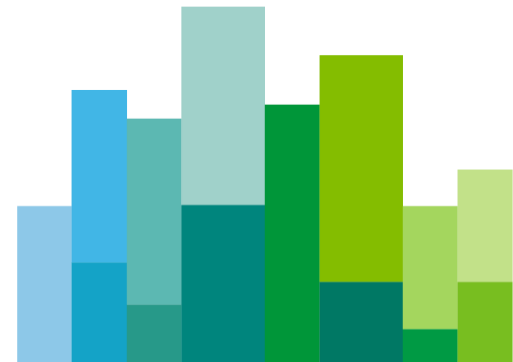
Agenda


1. Defining a Sustainable Strategy

2. Sustainable Business Case

3. Sustainable Transformation

Defining a Sustainable Strategy





“...development that meets the needs of the present **without compromising the ability of future generations to meet their own needs.**”

[Bruntland Commission,
Our Common Future – Report, 1987]

Sustainable Strategy Definition



**What is your definition of
a sustainable strategy?**

Understanding Corporate Sustainable Strategy

No longer peripheral concerns but central to **business strategy**

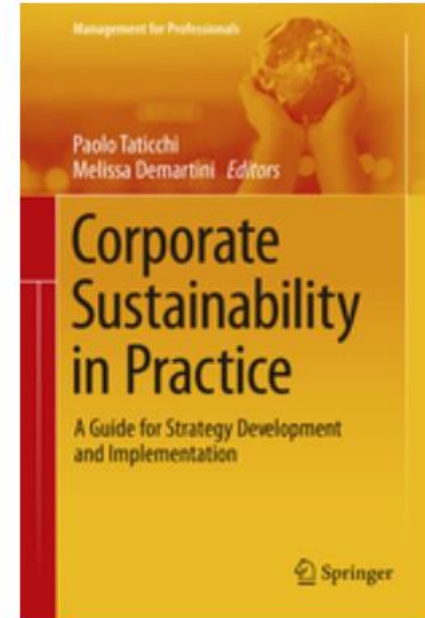
Strategic priority that directly affects business **risks** and **opportunities**

Necessary to maintain a **competitive** advantage and cater to the **stakeholders**



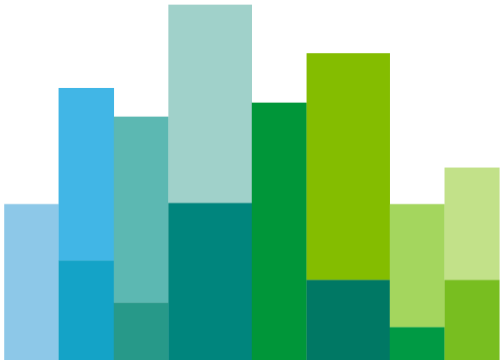
Revisiting the Definition

“Corporate sustainability is an integral **approach** to business aimed at enhancing **competitive positioning** and profitability through the sustained creation of **shared value**, co-creation practices with stakeholders and the integration of **ESG factors** in decision-making.”



In 2021, Taticchi and Demartini forge a new definition of “Corporate Sustainability”

Sustainable Business Case



Building a Case for Sustainability



Stakeholders Scenario

Regulators

1. **189 signatories** ratified the Paris Accord to limit global warming to 1.5°C
2. **127+ countries** have taxes or bans on plastic bags

Investors

1. **78%** say they place more emphasis on ESG now than five years ago
2. **65%** believe ESG will become standard practice in the next five years

Consumers

1. **90%** of consumers are likely to switch to sustainable brands given equal price and quality
2. **68%** of European consumers are more inclined to buy products that have made a short journey before arriving in store

Employees

1. **>75%** of 18 to 34-year-olds in the US expect their employers to take a stand on climate change
2. **40%** of millennials have chosen a job because of company sustainability

Civil society

1. **80%** of people in UK and US want companies to be more ethical and environmentally friendly
2. **90%** of Gen Z believe companies must act to address social and environmental issues

Building a Case for Sustainability

Companies that drive sustainability at scale create value in various ways:

- capturing new **markets**
- building new **revenue streams**
- achieving higher **market valuations**
- enhancing **employee retention**

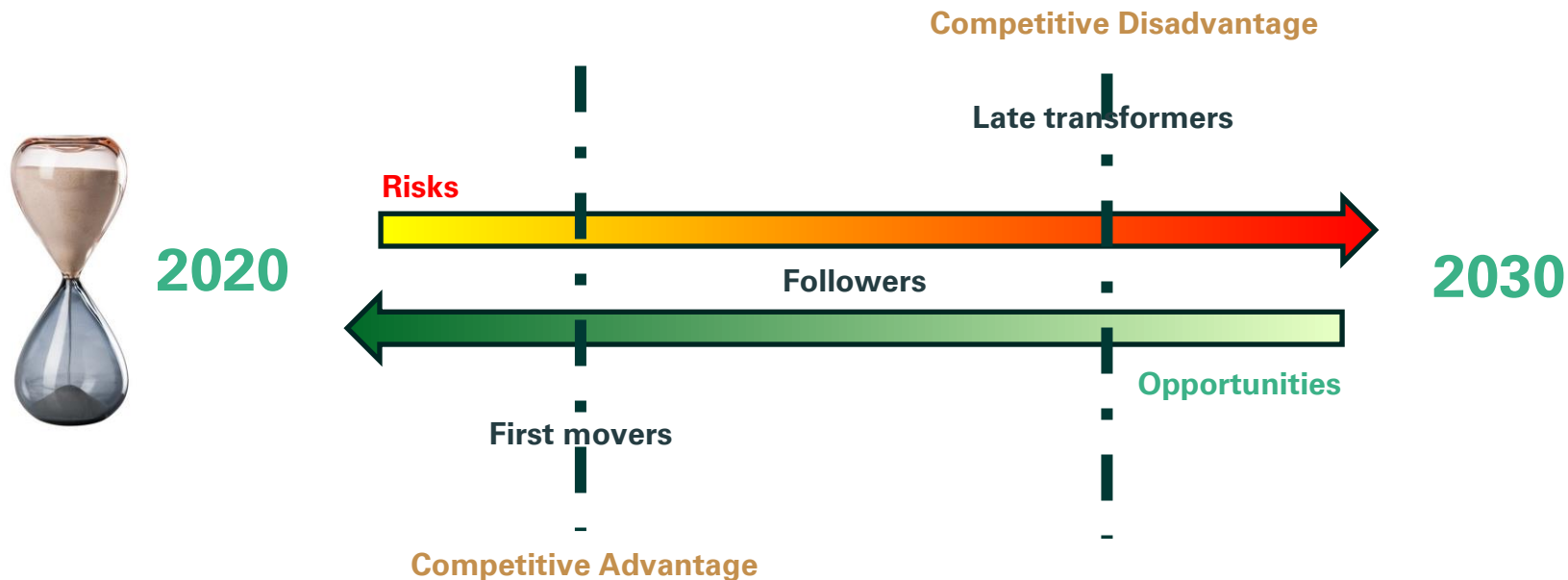
(BCG, 2023)



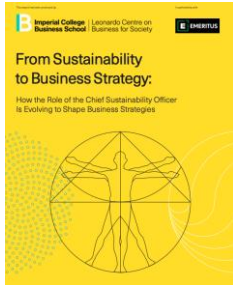
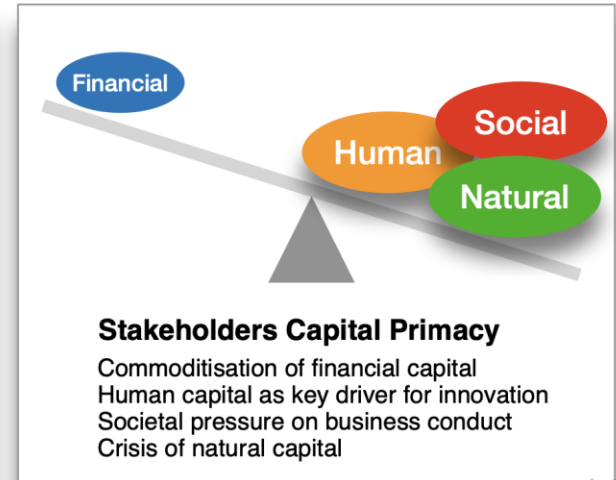
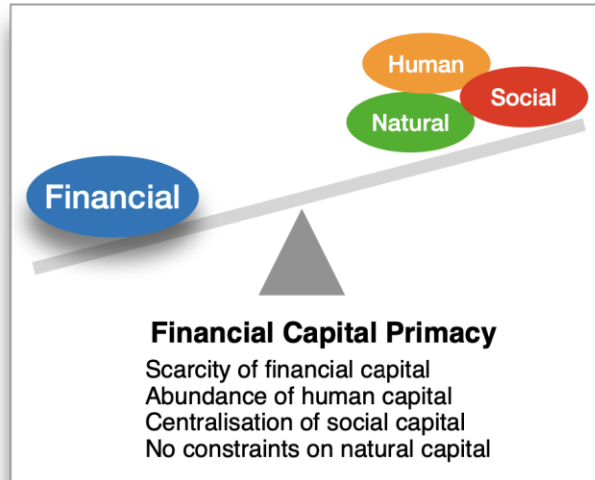
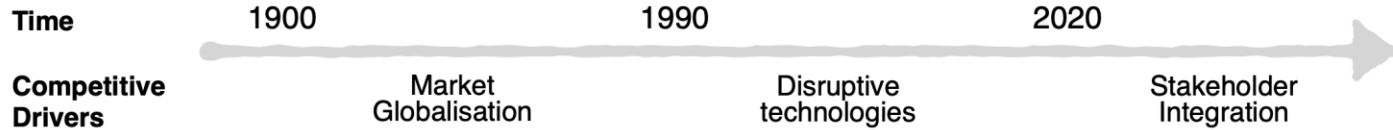
The Business Case: key elements



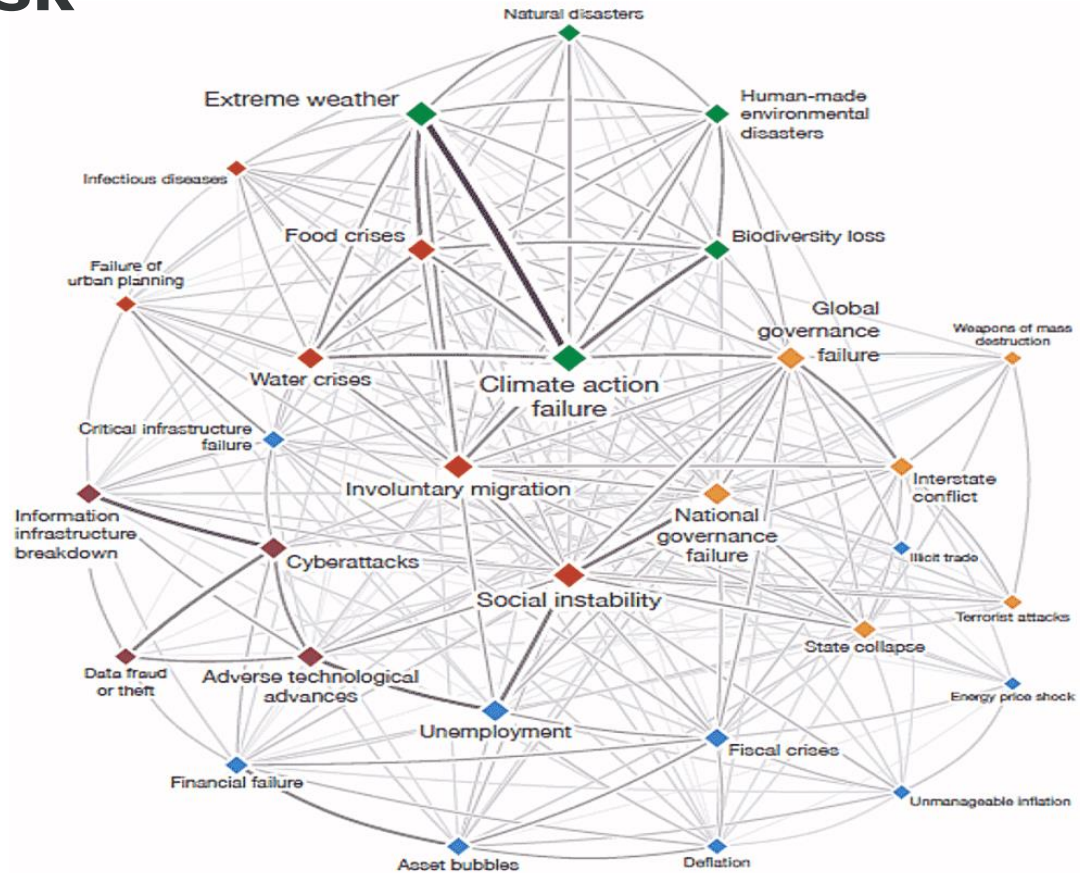
The Business Case: timing is key



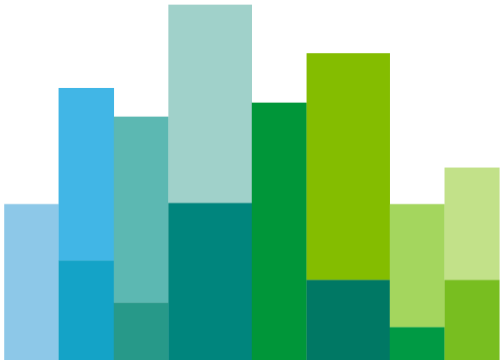
Business Opportunity



Business Risk



Sustainable Transformation



Is it Possible to Live Forever?



Sustainable Transformation Approach



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Why Sustainable Transformation



REPUTATION



FINANCIAL



IMPACT



ECONOMICS

How Sustainable Transformation

Measurement



Analysis



Strategy



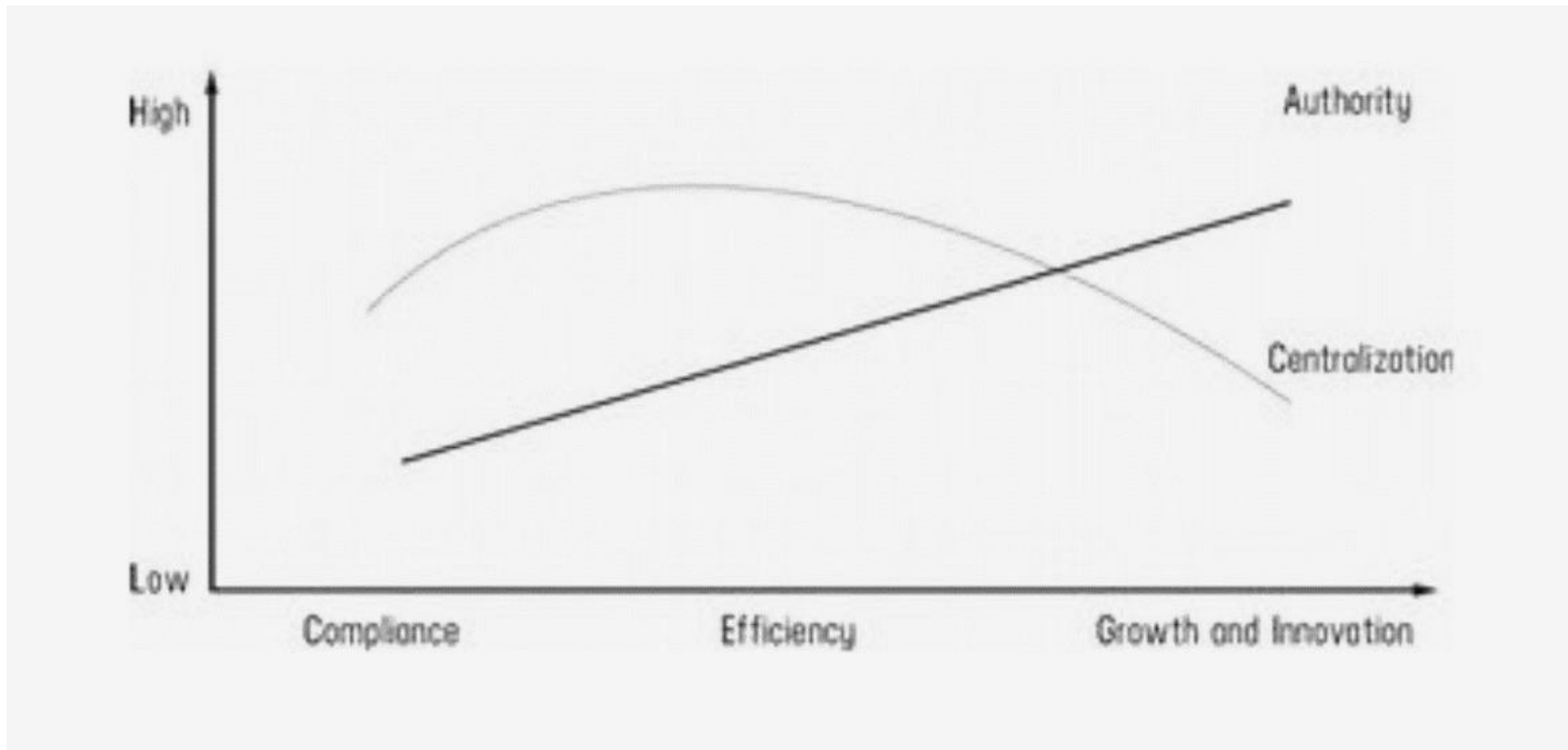
Communication



What Sustainable Transformation



Sustainable Transformation Action Plan



Thinking Strategy





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