

# How Leading Institutions are Moving Towards Sustainability

By William R. Blackburn



Bill Blackburn,  
William Blackburn  
Consulting Ltd.

- Higher level, strategic focus, not just tactical (e.g., see King III)
- Shift from environmental to also embrace social and economic concerns (multi-disciplinary) and focus on their interconnectedness
- More vocal and influential stakeholders
- Stakeholder engagement and transparency (greater democratization of organizations)
- More global focus
- Collaborative efforts to clarify expectations, set standards

**20% DISCOUNT:**  
Type EARTHCAST into  
the voucher code box  
when ordering at  
[www.earthscan.co.uk](http://www.earthscan.co.uk)

**earthscan**  
20 years of publishing  
for a sustainable future

**WORLDWATCH**  
INSTITUTE

**William Blackburn**  
Consulting, Ltd.  
EHS  
SUSTAINABILITY  
EMERGENCY RESPONSE

**CORPORATE**  
AGENDA



Bill Blackburn,  
William Blackburn  
Consulting Ltd.

# Defining Sustainability Obligations and Issues for Action

- ❑ Going beyond *Brundtland Comm, TBL and 2Rs*
- ❑ *Implied* expectations of global stakeholders from Global Reporting Initiative (GRI) and sustainability reports
- ❑ *Express* expectations of global stakeholders
  - 2008 Conference Board study
  - Other standards (STARS, Star Community Index, UNGC, ISO 26000, industry standards, etc.)
- ❑ *Identified* expectations of stakeholders from direct engagements

20% DISCOUNT:  
Type EARTHCAST into  
the voucher code box  
when ordering at  
[www.earthscan.co.uk](http://www.earthscan.co.uk)



Bill Blackburn,  
William Blackburn  
Consulting Ltd.

# Defining Sustainability Obligations and Issues for Action—Common Topics

- Governance** (oversight structures for legal and ethical compliance and risk control)
- Human Rights** (civil rights, nondiscrimination, etc.)
- Labor Practices** (wages, working conditions, etc.)
- Environmental Issues** (pollution, resource conservation, biodiversity, etc.)
- Fair Operating Practices** (anti-corruption, fair competition, etc.)
- Consumer Issues** (fair marketing, consumer safety, etc.)
- Community Involvement & Development**
- Economic Viability of the Organization**

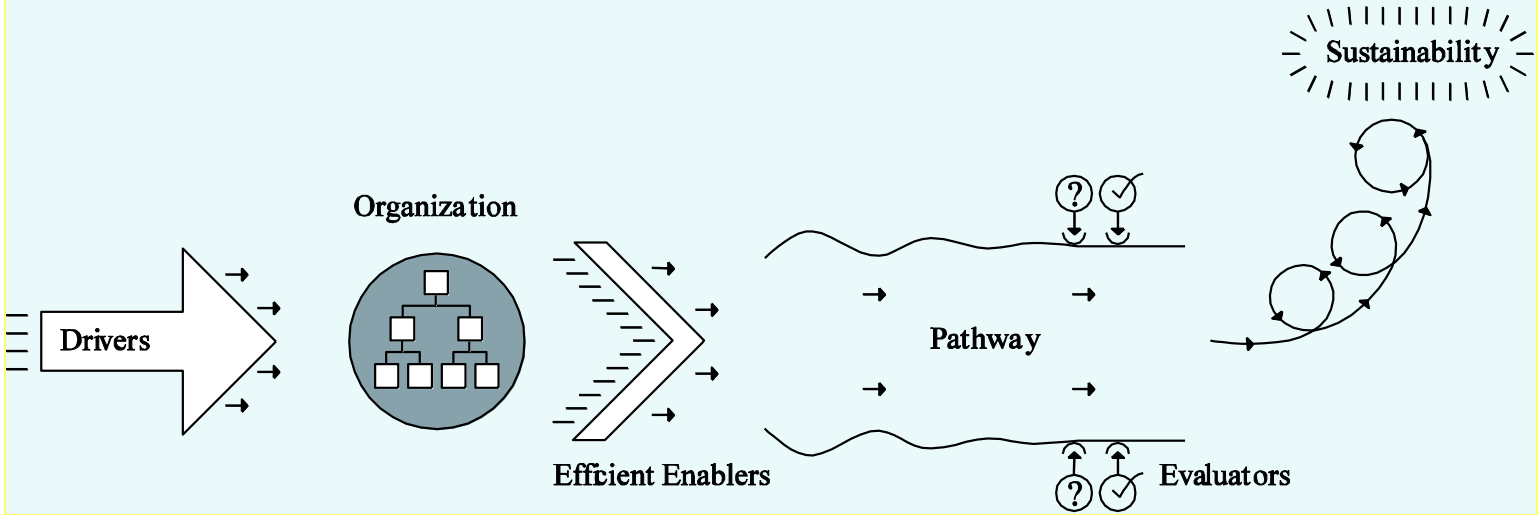
20% DISCOUNT:  
Type EARTHCAST into  
the voucher code box  
when ordering at  
[www.earthscan.co.uk](http://www.earthscan.co.uk)





**Bill Blackburn,**  
**William Blackburn**  
**Consulting Ltd.**

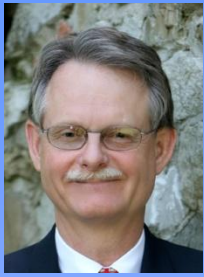
**Figure 4.1 Sustainability Operating System (S.O.S.)**



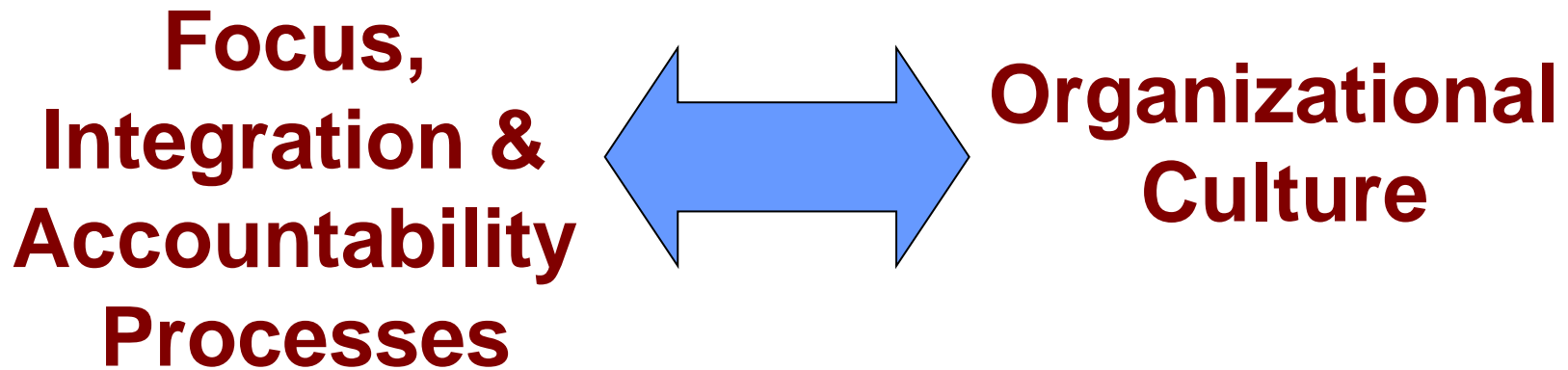
<b>The Drivers</b>	<b>The Efficient Enablers</b>	<b>The Pathway</b>	<b>The Evaluators</b>
<p><b>A champion/leader with mgmt support</b></p> <p><b>Approach for selling the organization on sustainability</b></p> <p><b>Accountability mechanisms</b></p>	<p><b>Organizational structure</b></p> <p><b>Deployment and integration</b></p>	<p><b>Vision and policy</b></p> <p><b>Operating system standards</b></p> <p><b>Strategic planning for aligned priorities</b></p>	<p><b>Indicators and goals</b></p> <p><b>Measuring and reporting progress</b></p> <p><b>Stakeholder engagement and feedback</b></p>

**20% DISCOUNT:**  
 Type EARTHCAST into the voucher code box when ordering at [www.earthscan.co.uk](http://www.earthscan.co.uk)





**Bill Blackburn,  
William Blackburn  
Consulting Ltd.**



**20% DISCOUNT:**  
Type **EARTHCAST** into  
the voucher code box  
when ordering at  
[www.earthscan.co.uk](http://www.earthscan.co.uk)

