

## Sustainable Strategies, Sustainable Solutions

Sustainability is a concept with widely varying definitions that many corporations are challenged to address. Over the last decade, “corporate sustainability” has evolved from a trendy catchphrase to a key strategic operating principle. Public expectations on businesses reach far beyond financial and environmental accountability to include ethical and social responsibility. The new dimension of becoming a sustainable business is often daunting because a systems approach to sustainability is difficult to envision, difficult to implement, and difficult to measure. However, the business benefits can be substantial—market position, customer appeal, employee satisfaction, more efficient resource utilization, processes, and products.

### **What Is Sustainability?**

At Kestrel, we define corporate sustainability as creating economic value by identifying and managing environmental and social opportunities and risks. Our emphasis is on assisting companies to “operationalize” their sustainability goals in order to drive “sustainable” improvements into and across their organization. Through boardroom-to-lunchroom implementation methods, we help our clients leverage the collective knowledge and skills of their organization by deploying achievable strategies, tactics and measurement, all of which promote innovation, creativity, and continual improvement.

We have supported our clients in the definition, development, and enhancement of their sustainability efforts since 1998. We understand that to be successful, sustainability initiatives must link directly back to the corporate strategy and must be tailored to business and market conditions. We concentrate on helping organizations develop a strategic and systematic approach to organizing, implementing, measuring, and reporting on their corporate sustainability initiatives.

### **Kestrel’s Services Related to Sustainability Include:**

#### **Strategy Development**

- Identification and review of relevant social, environmental, and economic risks and opportunities
- Program goals and objectives
- Short-term/long-term strategic planning
- Capability and maturity assessments
- Stakeholder mapping and engagement
- Sustainability reporting—report outline, copy writing, editing, and review
- Supply chain management programs

#### **Sustainability Management System Development, Implementation, and Analysis**

- Operational review and assessment
- Product/service review and assessment
- Benchmarking—processes, practices, policies, performance metrics
- Process design/improvement, testing and implementation
- Performance metrics development, management and reporting
- Climate change strategy management
- Data management
- Employee training
- Strategic communications planning
- Sustaining program elements for continual improvement