**Sustainable Business Strategy**

To raise awareness of sustainable development issues and how they impact on the strategic development of the business.

**Indicative Content**

**1. Understand the global sustainability agenda**

Sustainability agenda

 Concept of sustainability and why it is important, current agenda e.g. Agenda 21, the earth summits on global sustainability issues, current issues e.g. climate change, social inequality, energy issues, ecological footprints, population growth, droughts, fair trade, national responses to sustainability issues – legal frameworks, guidance to business and target setting (national and corporate)

Forces for change

 Economic, social/cultural/religious, environmental/scientific, implications of change and analytical techniques to understand change

Impact of current sustainability issues

 Social attitudes to sustainability in business, consumer interests, legal and regulatory framework around sustainable business, impact on profitability and other business objectives

**2. Understand the concept of the sustainable business organisation**

Extended boundaries

 How sustainability issues extend the boundaries of the enterprise, consideration of those external to organisation e.g. suppliers, manufacturers, communities, government, international bodies etc., consideration of whole supply-chain and whole life-cycle for products, services and organisation

Impacts

 Changes in management and leadership, new techniques and considerations e.g. supply chain management, consumers, risks and impacts for shareholders and managers, monitoring and evaluation of performance in wider sustainable enterprise, conflicts between corporate and sustainability objectives

**3. Understand sustainable strategic planning**

Change

 Cultural change, role of Government – national and international, new management and leadership skills, new vision and strategic approach and managing changes required

Triple bottom line

 Concept of triple bottom line (people, planet and profit), stakeholders v shareholders, managing the triple bottom line, measurement of triple bottom line, conflict between sustainability and business objectives

Sustainable strategic planning

 Identifying sustainable strategic objectives and financial return, negotiating agreement to sustainable objectives, resolving conflicts between sustainability and corporate needs and management of sustainable strategic planning