Mreža Global Compact Slovenija

member of

United Nations Global Compact

Sustainable Development Education Module, 21st June, 2013

Topic: "THE BUSINESS CASE FOR SUSTAINABILITY"
The module will make clear why sustainability is an issue for each company and how companies can benefit from acting sustainably

Organized by: United Nations Global Compact Network of Slovenia (UNGC Slovenia) and World Wide Fund for Nature Austria (WWF Austria)

Venue: IEDC-Bled School of Management, Bled, Slovenia

Working language: English

09:00 – 10:00 Registration and coffee

10:00 – 11:15 »Warming up«
Preparation for the topic of the day

10:00 – 10:10 Opening; **Prof. Danica Purg, President of IEDC – Bled School of Management, President of United Nations Global Compact of Slovenia (UNGC Slovenia)**

10:10 – 10:45 "**Sustainable Development and Corporate Social Responsibility"**
Why companies should care about sustainability and how they might benefit from it.

10:45 – 11:15 **Best Practices: the Motivation and Benefits of Sustainable Practices**
* Slovenian company presents their experiences
* International example having a global impact

11:15 – 12:30 "Exploring the Field"

Group sessions with world café atmosphere (facilitated by experts)
1. Topic: Is it necessary to be a large company to make a difference?
2. Topic: Step-by-step company transformation, where to start and where to go.
3. Topic: (Over-) use of natural resources, what can we do about it?
4. Topic: Honest business as a factor of growth and driver of change.
5. Topic: Best practices: how companies can benefit from sustainability.
6. Topic: Financial aspect of sustainability, creating a win-win situation.

Participants will be able to attend several topic groups, by rotating every 30 min., refreshments included.

12:30 – 13:00 »Wrap up plenary session«
- Reporting out of the topic group sessions' results
- Joint conclusions and introduction of the resolution to the media

The TOPIC GROUPS and what will be discussed:

1. Topic: Is it necessary to be a large company to make a difference?

Is there a minimum size for a company to be able to act sustainably? CSR will be discussed based on individual examples of the group. Concerns and obstacles will be included as well as advantages and benefits. The discussion will clarify why sustainability is an issue for every company no matter the size.

2. Topic: Step-by-step company transformation, where to start and where to go.

Experience exchange through the represented network. What are the tools and activities that can bring a quick "win?" What are the challenges when implementing and how can they be overcome. The group will identify steps toward the transformation to a sustainable company.

3. Topic: (Over-) use of natural resources, what can we do about it?

Natural resources like timber, water, metals, fossil fuels, etc. are limited and will become even more so in the coming years. Businesses and whole industries depend on them – without them their business models would not work anymore. In this discussion, participants will find out which commodities their businesses need and where there could be shortages in the future. What can we change and what can we do to act more sustainably.

4. Topic: Honest business as a factor of growth and driver of change.

What is an "honest business?" Does it include: ways and means of anti-corruption actions, various internal integrated systems, which secure honest business, binding ethical codes. Is this a necessity or a proactive action with which every company can work in the manners of "honest business" and results in its growth and development?

5. Topic: Best practices: how companies can benefit from sustainability.

In this discussion, the group will explore the motivation of companies like IKEA or Coca-Cola to act and work more sustainably not only within their operations but also outside of it by influencing their supply chain. Best practice with a broad impact. This topic group will examine the business rationale behind the sustainability programs of multinational companies.

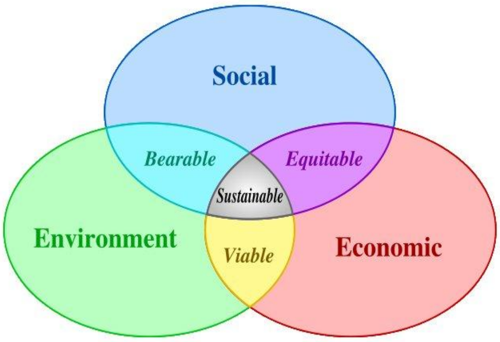
6. Topic: Financial aspect of sustainability, creating a win-win situation.

Can changes toward sustainability pay off? This topic group will discuss in which aspects sustainability can bring value to a company? Participants will discuss the impact of sustainability on reputation, share prices, investors' interest, image, supply chain security and other strategic aspects.

GENERAL PRESENTATION OF SUSTAINABLE DEVELOPMENT IN SHORT

Sustainable development (SD) refers to a mode of human development in which resource use aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for generations to come; "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." That was firstly mentioned in 1987, by the United Nations Brundtland Report and since then we try to educate, promote an actively involve as many companies as we can, that means as much capital as possible.

The concept of sustainable development is a different answer to the traditional questions on balanced and harmonious socio-economic development issues. It has been in the past most often broken down into three constituent parts: environmental sustainability, economic sustainability and social sustainability.



Source : Wikipedia

To reach sustainable development on our planet, it will need all actors to make a difference, including politicians, NGOs, consumsers and of course – the business sector. Large corporations are responsible for large scale impacts on nature and the environment and cannot be excluded from efforts to reduce harmful human impacts. Corporations also have great potential to reduce their impacts, change industry, supplier and consumer practices and exert positive influence on governments and policy and decision making forums.