

The Next Sustainability Wave Building Boardroom Buy In Conscientious Commerce

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004 How to Leverage Your Time for Sustainable Business Growth **The Next Sustainability Wave Building**
The Next Sustainability Wave assesses why companies have resisted sustainability strategies and focuses on two emerging drivers that promise to spur corporate commitment to sustainability strategies: A compelling business case A "perfect storm" of threatening market forces on the horizon that range from climate change to the rising demands of stakeholders An effective carrot-and-stick duo, these two drivers are both triggering the need for change and providing a vision of business success if ...

Next Sustainability Wave: Building Boardroom Buy-In ...

The Next Sustainability Wave: Building Boardroom Buy-in (Conscientious Commerce) eBook: Willard, Bob, Hunter Lovins: Amazon.co.uk: Kindle Store

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The idea of sustainability has been embraced enthusiastically by some businesses and rejected by others. The first wave of corporate converts to sustainability was perhaps driven by a public relations crisis, regulatory pressures or the founder's personal passion. The next wave, however, requires different drivers if it is to build a critical mass for corporate responsibility in the business ...

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The first wave of corporate converts to sustainability was perhaps driven by a public relations crisis, regulatory pressures or the founder's personal passion. The next wave, however, requires different drivers if it is to build a critical mass for corporate responsibility The idea of sustainability has been embraced enthusiastically by some businesses and rejected by others.

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Bob Willard, The Next Sustainability Wave: Building Boardroom Buy-in, New Society Publishers, 2005 2000 Regency Parkway, Suite 425 Cary, North Carolina 27518 USA +1 919- 460.8180 • balancedscorecard.org
Stage 1: Pre-compliance – the company is focused entirely on profits, cuts corners to reduce cost wherever possible and actively resists regulation and other pressures for sustainable behavior.

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The next wave, however, requires different drivers if it is to build a critical mass for corporate responsibility in the business community. The Next Sustainability Wave assesses why companies have resisted sustainability strategies and focuses on two emerging drivers that promise to spur corporate commitment to sustainability strategies:

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The next wave, however, requires different drivers if it is to build a critical mass for corporate responsibility in the business community. I focus on two emerging drivers that promise to spur corporate commitment to sustainability strategies: - a compelling quantification of potential business opportunities, and

The next sustainability wave (book excerpt)

The next sustainability wave : building boardroom buy-in. [Bob Willard] -- The idea of sustainability has been embraced enthusiastically by some businesses and rejected by others. The first wave of corporate converts to sustainability was driven by a PR crisis perhaps, ...

The next sustainability wave : building boardroom buy-in ...

The generic business case for sustainability is framed by the big three justifications that frame any business case in the 21st century: fulfill our purpose, capture opportunities and mitigate risks. The generic business case framework is the basis for the company-level and project-level business cases, as well as the sustainable procurement toolkit.

Bob Willard, Business Case for Sustainability ...

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