

Developing a Sustainability Program

liz muller, llc
www.lizmuller.com

Background

- ▶ How companies do business is an increasingly important factor in brand reputation and, in turn, shareholder value.
- ▶ Virtually all business operations can have negative impacts and present both risks and opportunities. Successful organizations will seize opportunities and minimize risks while meeting their financial return requirements.
- ▶ An effective corporate responsibility (CR) strategy and action plan supports the company's business strategy and corporate values in a fiscally responsible manner.
- ▶ Engaging stakeholders and measuring and communicating progress will enhance CR programs.

Liz Muller, LLC helps companies execute CR strategies that seize opportunities, mitigate risks and supports business objectives.

We facilitate our clients through a strategy development process to develop a CR strategy that can be integrated into the business

Discover

- We work with our clients to understand their business structure, operations and offerings
- We partner with our clients to collect, consolidate, organize and assess information and metrics regarding existing corporate responsibility efforts

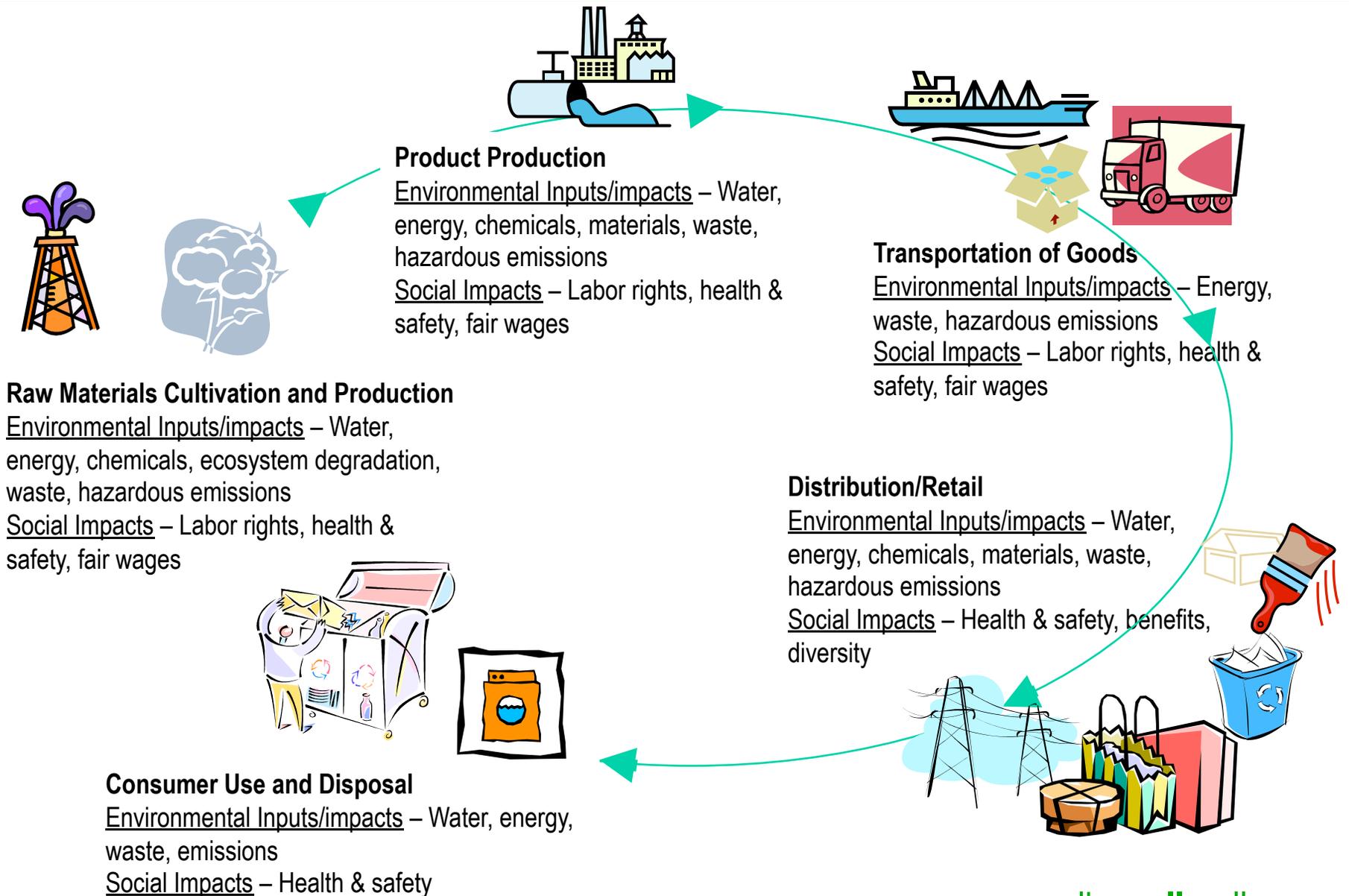
Evaluate

- We gauge our clients' efforts by benchmarking against competitors or customers
- We evaluate our clients' impacts and level of influence in the context of their business strategies and industry efforts

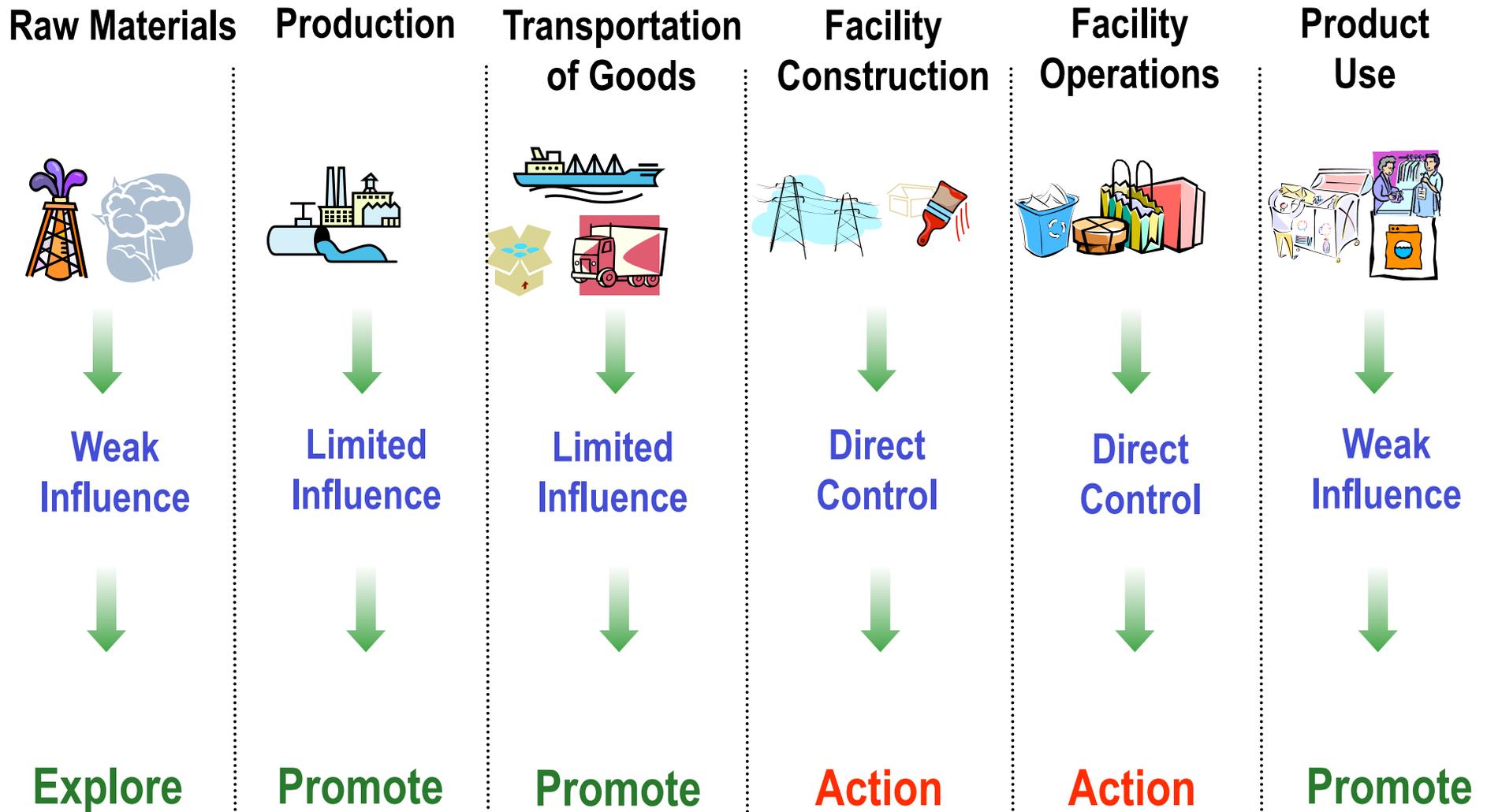
Recommend

- We recommend a corporate responsibility strategy that identifies areas of focus, key performance indicators, stakeholder engagement and communication strategies
- We provide a high-level action plan to execute the corporate responsibility strategies over 5 – 10 years

Businesses have impacts throughout their supply chains. The opportunity lies in minimizing the impacts in a way that provides financial return



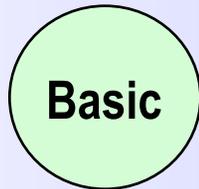
Understanding your level of influence and opportunities to promote sustainability along the supply chain will help establish priorities



Communicate your efforts in a way that is understood and valued by your stakeholders



Every company would benefit from developing a long-term strategy that can be supported by the business and understood by stakeholders



Short-Term

- ▶ Understand impacts/opportunities
- ▶ Create strategy and vision/mission statements
- ▶ Establish key performance indicators (metrics)
- ▶ Engage internal partners
- ▶ Develop action and communication plans

Mid-Term

- ▶ Implement strategy
- ▶ Capture metrics
- ▶ Engage external partners

Long-Term

- ▶ Continuous improvement

Questions and discussion

liz muller, llc

T: 415.924.2335

M: 415.609.9040

Email: liz@lizmuller.com

Skype: [lizmullerllc](https://www.skype.com/people/lizmullerllc)

www.lizmuller.com