

## THE PATH TO SUSTAINABILITY

### Purpose

Sempre Avanti Consulting has prepared this Position Paper to assist you in understanding the path your organisation needs to take to move towards sustainability.

This is a companion paper to our paper on Sustainability is Good Business and is based on the most up to date published research that supports our views on the need to move from lip service sustainability to transactional sustainability and then beyond that to transformational sustainability.

Please contact Sempre Avanti Consulting for a discussion of the issues, personalized to your organisation's own particular needs.

### Background

The most recent research on the move to transformational sustainability suggests that organisations go through five stages:

Stage 1 – elementary

Stage 2 – engaged

Stage 3 – innovative

Stage 4 – integrated

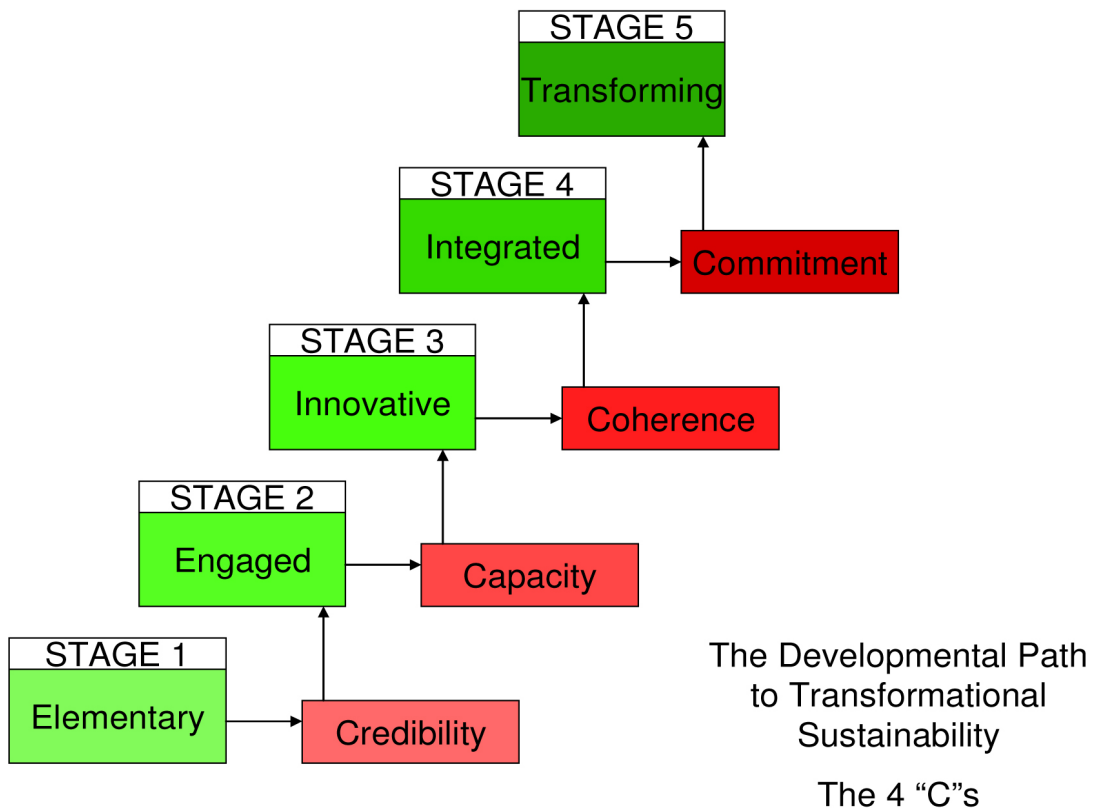
Stage 5 – transforming

The stage that an organisation is at is determined by what they are doing on seven key dimensions. These are:

- How is sustainability defined within the organisation?
- What is the strategic purpose served by sustainability?
- Do leaders support and lead the sustainability effort?
- How are responsibilities for sustainability managed?
- How does the organisation deal with issues that arise?
- How does the organisation engage its stakeholders?
- How transparent is the organisation about its financial, social and environmental performance?



## The Development Path to the Sustainability Revolution – the 4 “C”s.



### Credibility

Credibility is in the eyes of the stakeholders. They are looking for evidence that the organisation is not just meeting lip service compliance but going beyond that. Some evidence of involvement in solving societal problems will also be sought. The key here is systems and processes.

### Capacity

As the organisation moves beyond engagement it finds there is so much more to be done and needs to develop internal capacity to do more. The key here is education and coaching that builds on the increasingly sophisticated systems and processes.

### Coherence

This is where the organisation's leadership needs to pull all the various programmes together and match up the programmes to a coherent vision and strategy. Strategic changes, including appreciative inquiry, are the key factors here.

### Commitment

This is where the sustainability programmes become so ingrained they become “who we are”.

## How We Can Help

Sempre Avanti Consulting can help you to assess and analyse your place on the path to Sustainability through a structured process of site reviews, systems and process reviews, design reviews, mitigation planning, and mitigation management.

We can then provide the requisite tools and guidance for the building of Credibility, Capacity, Coherence, and Commitment.

We have dedicated and experienced consultants who are able to assist your organisation with this task.

For more information on this topic and to receive your 30 minute free assessment please contact Sempre Avanti Consulting.

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