



**Meeting the Future:
A Research Agenda for
Sustainability:
The Business and Social Case**

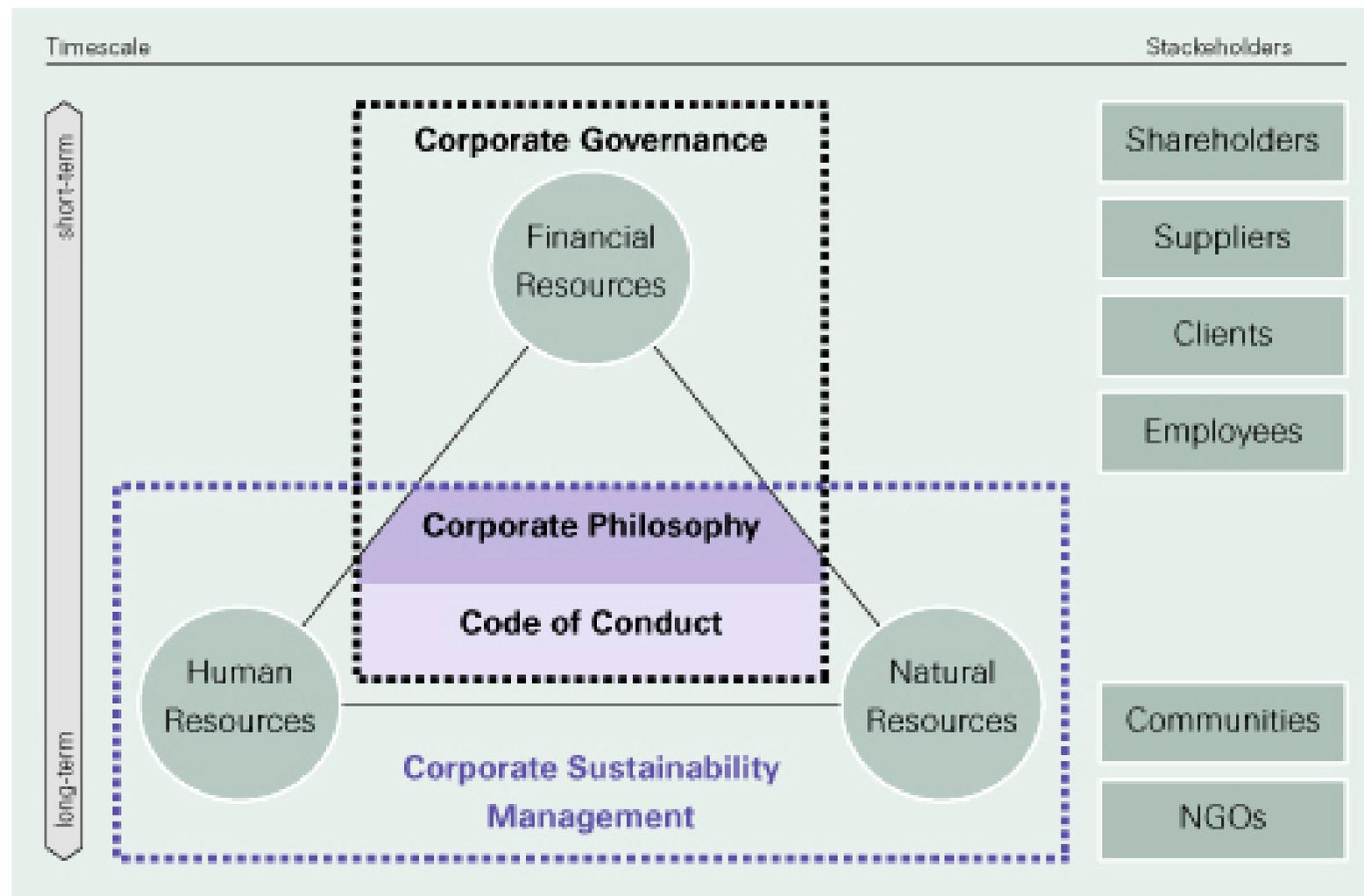


Beyond Compliance

- Imbedded in the Corporate Philosophy:
 - “We operate ethically and responsibly”
- Sustainability as a core value
- Sustainability and the Group Code of Conduct
- Why?
 - “Ambition of creating economic value by improving environmental, social and economic performance beyond mere compliance”



Balancing Factors





The Value Drivers

- Corporate Sustainability= Social, environmental, and economic performance

- Our Value Drivers:
 - Risk Management/ Cost reduction
 - New Products
 - Employee Motivation
 - Reputation



The Value Drivers

- Risk Management: Understanding risk, managing impacts, leading change
 - Climate change
 - Emerging Risks
 - Stress on natural resources/ Development
 - Social instability

- New Products
 - Emission Trading
 - Alt energy Technologies
 - “Green investments”



The Value Drivers

- Employee motivation
 - Community involvement/ investment
 - Pride in the organization
 - Preferred employer/ equitable standards

- Reputation
 - “Knowledge” Company
 - Ethical behavior