Strategies for Sustainability Management

Sustainability is the Way Organizations Manage Risk

You start with an organization
Now you determine the CONTEXT

Risk and your organization

Risk is the effect of uncertainty on objectives.
Two kinds of effects

- EFFECT
  - NEGATIVE (THREAT)
  - POSITIVE (OPPORTUNITY)
  - UNCERTAINTY
  - OBJECTIVES

External Context

- Use PESTLE analysis
- Identify the external factors
- Each factor has positive and/or negative effects on the organization
- The *focus* is on the organization
- Use the SWOT analysis on each element
- Identify all the opportunities and threats
Internal Context

- Determine all of the activities, products, and services
- Use a process focus
- Apply SWIFT analysis
- Use the SWOT analysis on each finding
- Identify all the opportunities and threats

Organizational Profile

Summarize the Information Collected

- Organization Description
  - Operating Environment
  - Organizational Relationships
- Organization Sustainability
  - Sustainability Environment
  - Strategic Context
Purpose of Context

- OPPORTUNITIES
- THREATS
- DRIVERS
- CONTROLS
- STRENGTHS
- WEAKNESSES

Coming up next...

- Stakeholder Engagement
- Governance and Sustainability Mandate
- Risk Assessment – Planning for Sustainability
- Implementing Sustainability Program