

**Managing
Sustainability in a
systematic way**

Emmanuel Perakis- STREAM
Sustainable Life Conference
1st December 2016
Bursa, Turkey

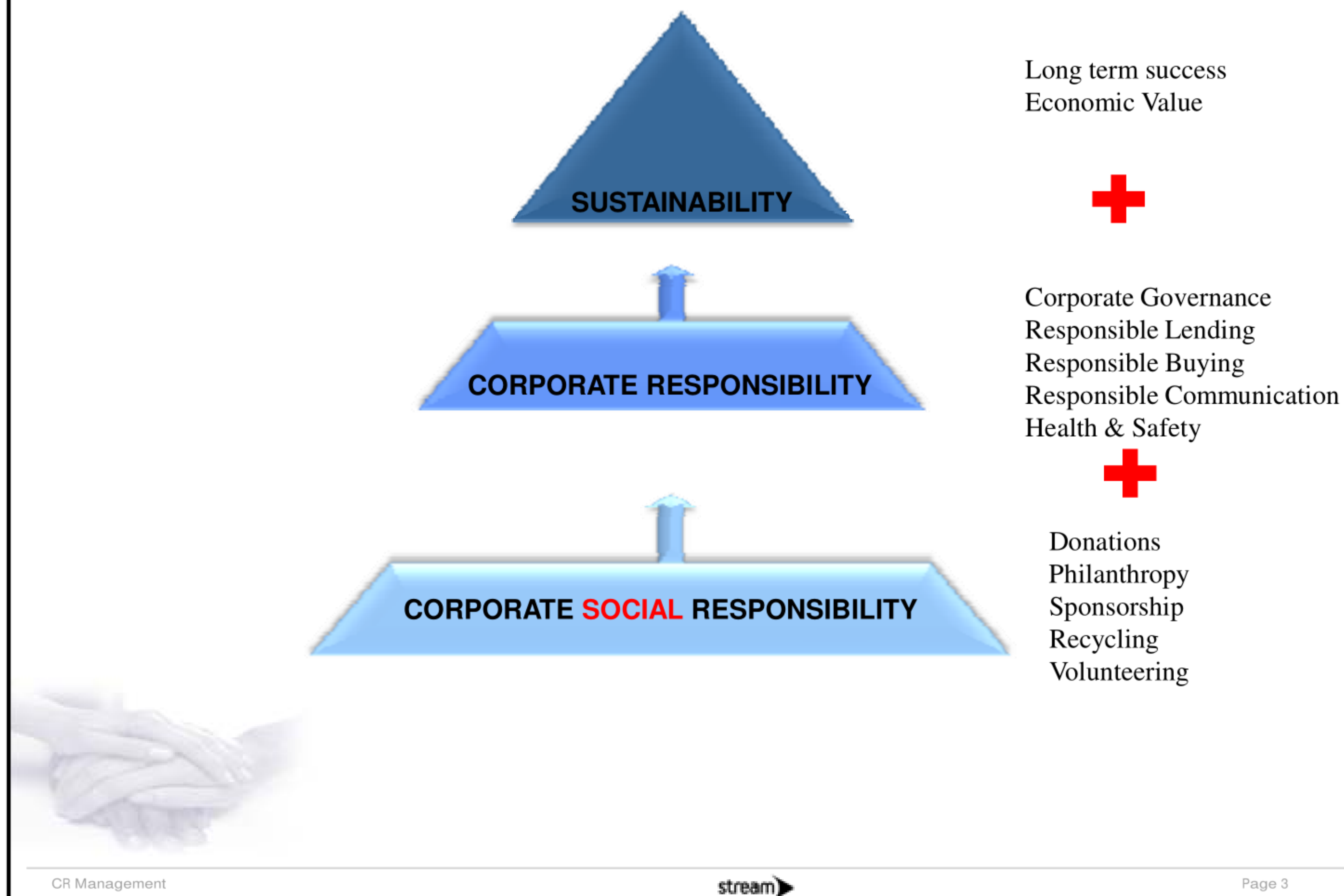


helping you improve

REALITIES & MYTHS



Myth : Sustainability is 'better' than Responsibility



Reality: Being Responsible is the foundation



“achieves and maintains superior performance over a period of time, while at the same time takes into consideration all its Stakeholders’ present and future needs”

- Systematic Management
- Benefiting Owners
- Caring for Employees
- Supporting Suppliers (Vendors, sub-contractors)
- Respecting Customers
- Helping Communities
- Preserving the Environment



Myth: Companies are either black or white

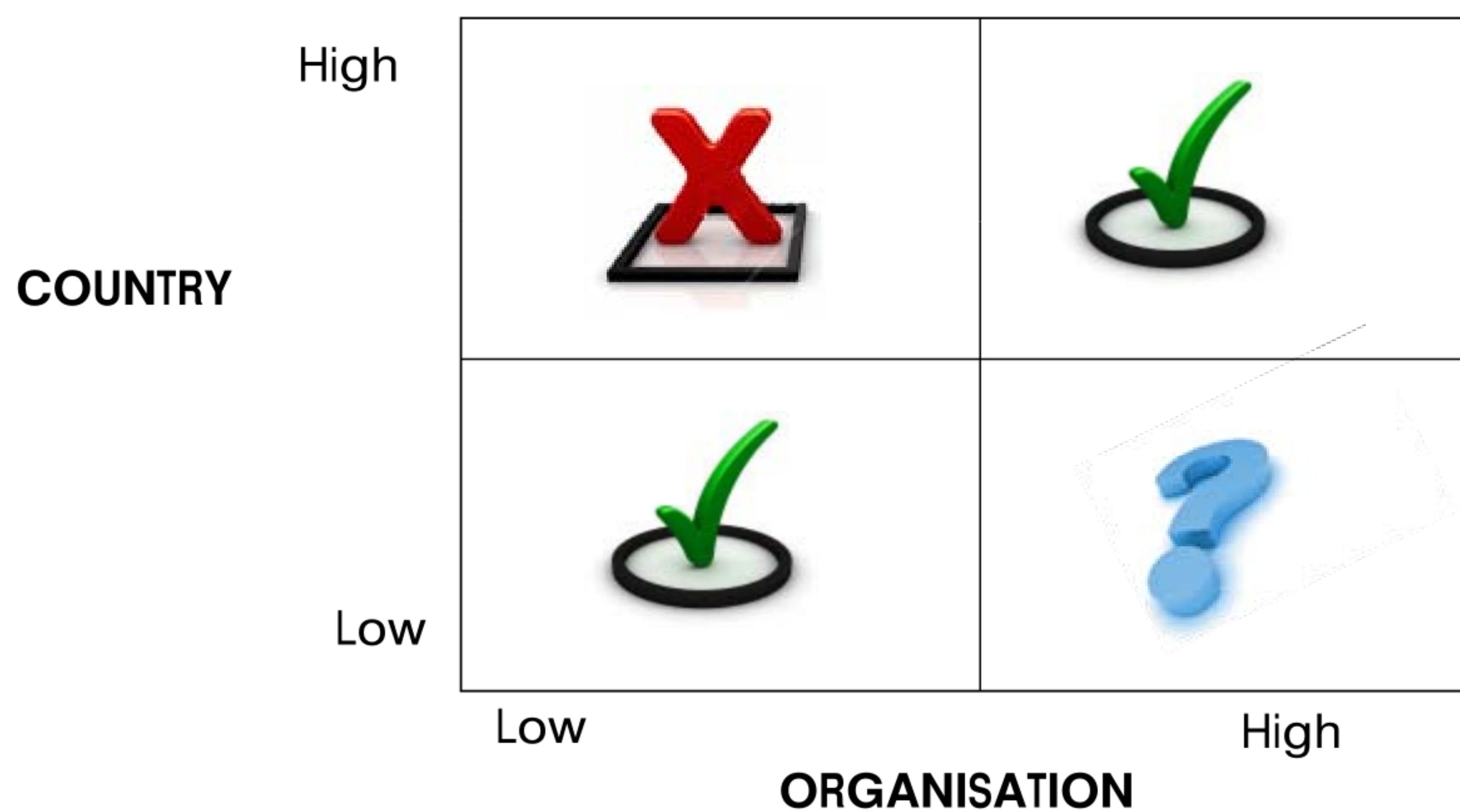
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Interface FLOR



Reality: It depends...



Myth: We are already there

LinkedIn Skills & Expertise

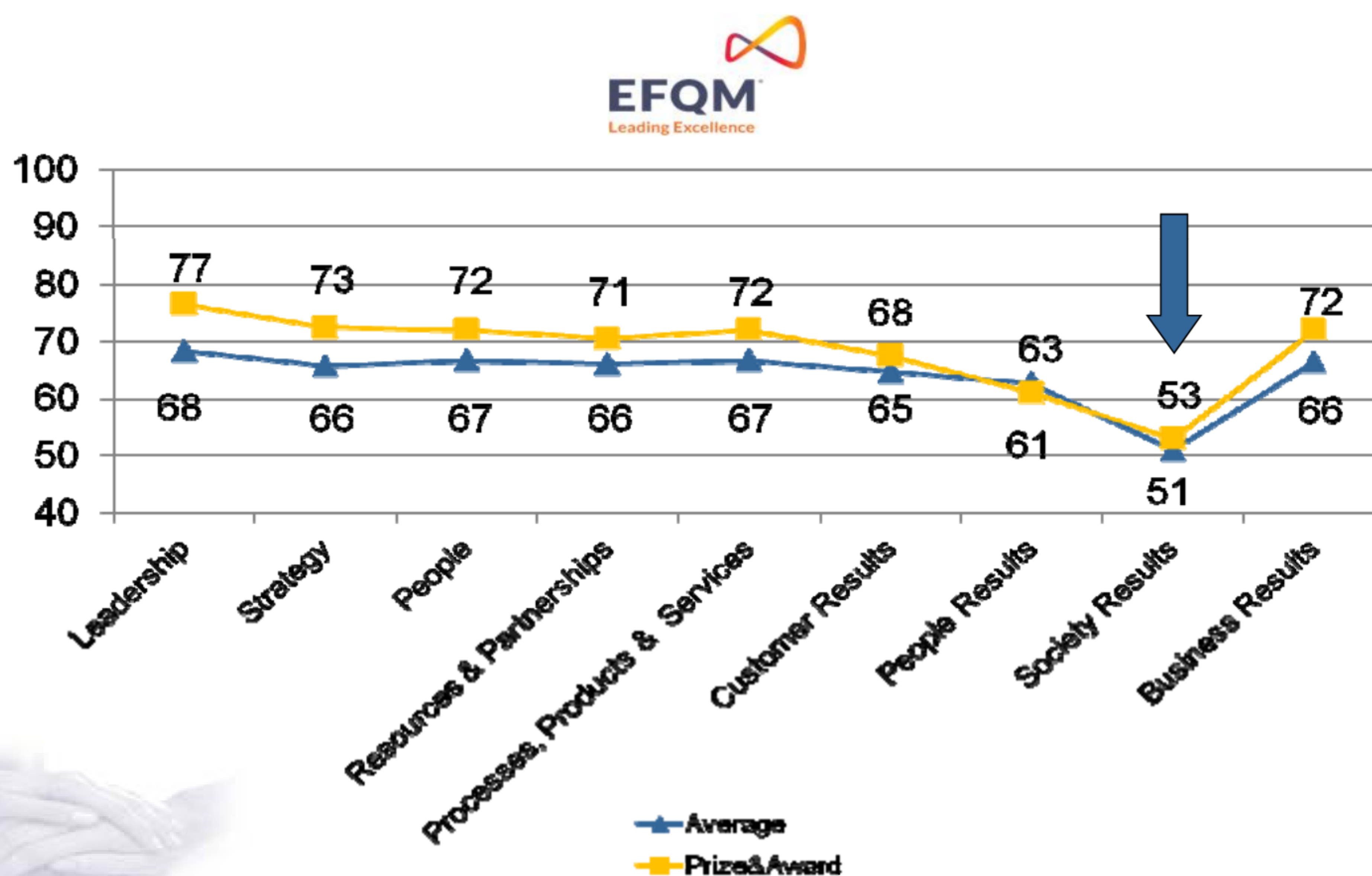
Emmanuel:
Do you have skills that people are looking for? Every skill you add to your profile makes you easier to find. Start adding skills.

 **Corporate Social Responsibility**

42,282 people have this skill
4% increase over last year

Add Skill

Reality: We are no not really there



Source: European Excellence Award Scores 2013-2015

SUSTAINABILITY & EXCELLENCE

Sustainability and EFQM



Recognising:

- Committed to Sustainability Assessment (C2S Assessment) - Assess your organisations on how Sustainable it is on 5 Themes, 20 Topics
- Committed to Sustainability Project Validation (C2S Validation) – Assess process and 3 sustainability projects on how excellent they are

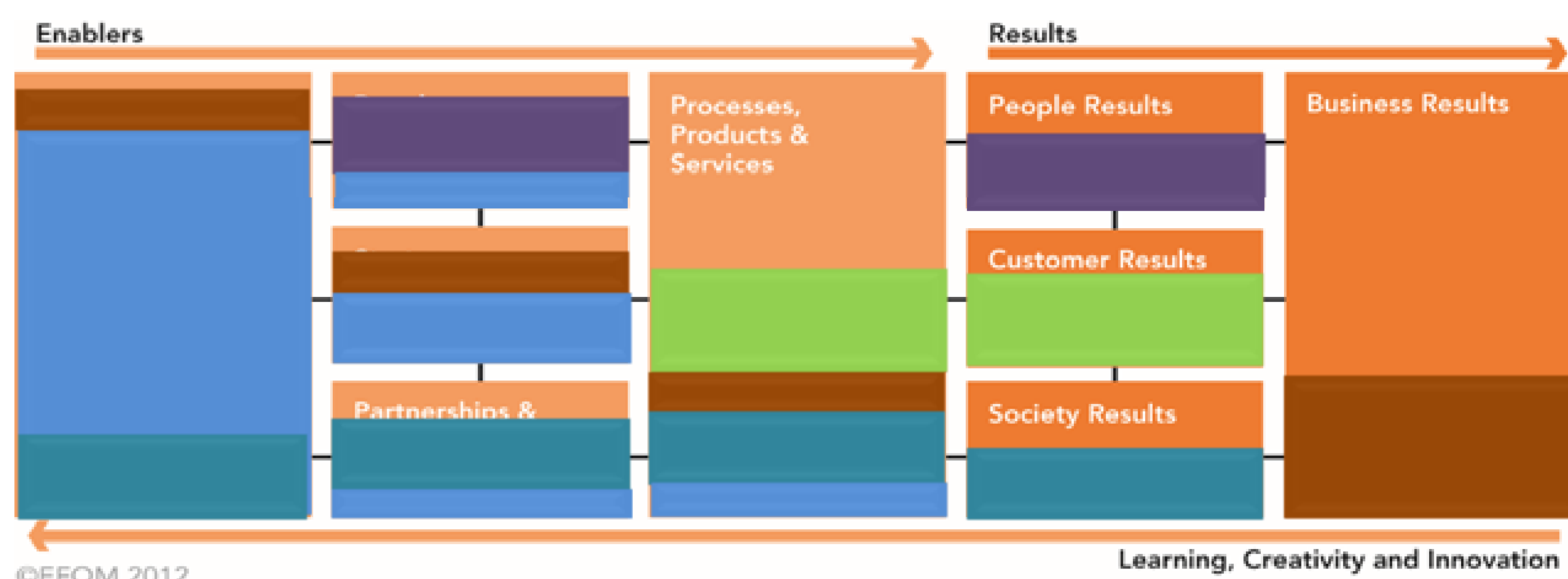
Training:

- Sustainability Management Training (SMT) - Understand the way to manage Sustainability
- Sustainability Assessor Training (SAT) - Learn how to assess your organisation
- Sustainability e-Learning (SeL) - Learn how to think in a sustainable way

Guiding:

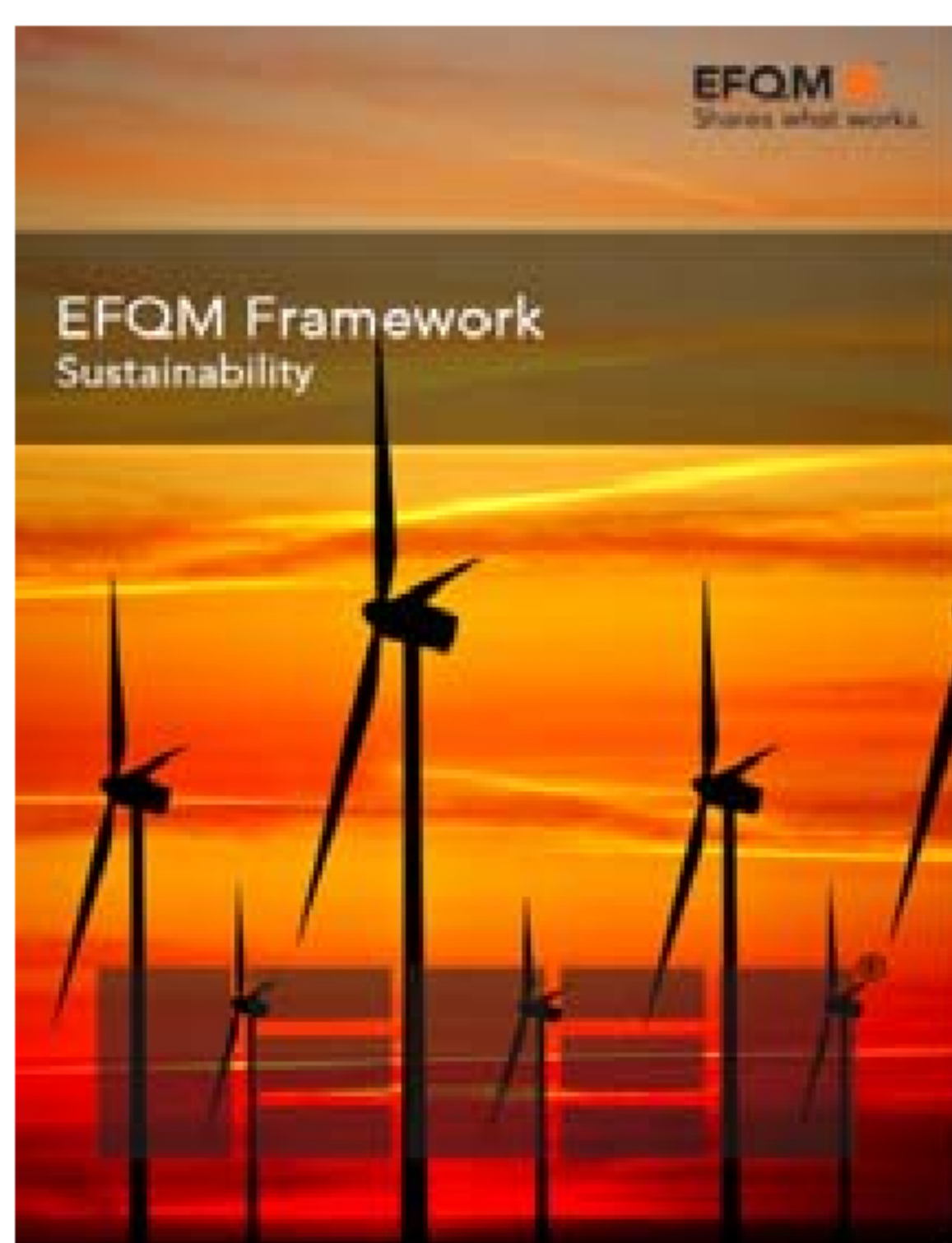
- The EFQM Sustainability Framework - Receive guidance specifically on how to become more Sustainable
- The EFQM Excellence Model – Receive guidance on Sustainability within the Excellence journey

Level 1: EFQM Excellence Model



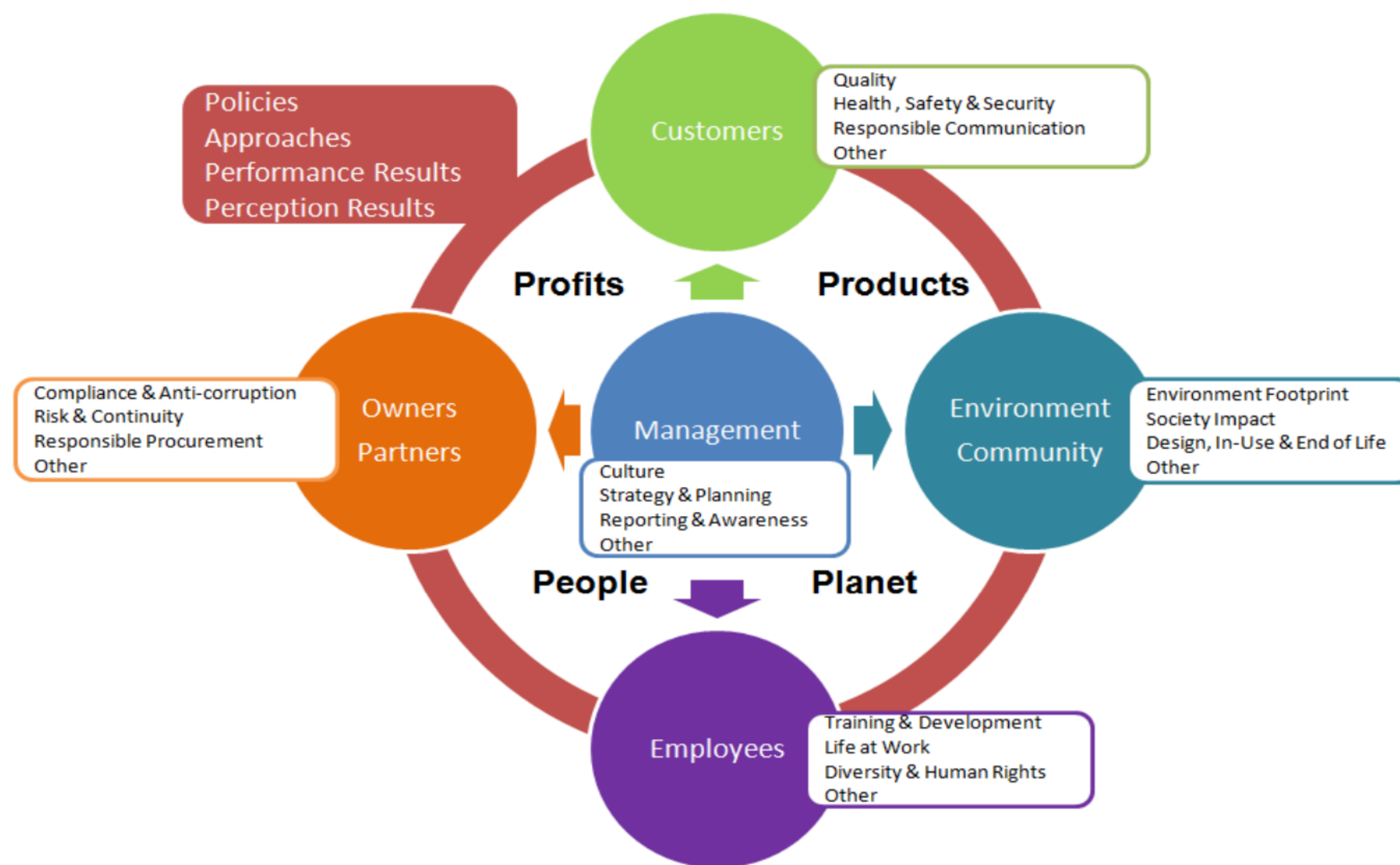
©EFQM 2012

Level 2: EFQM Sustainability Framework

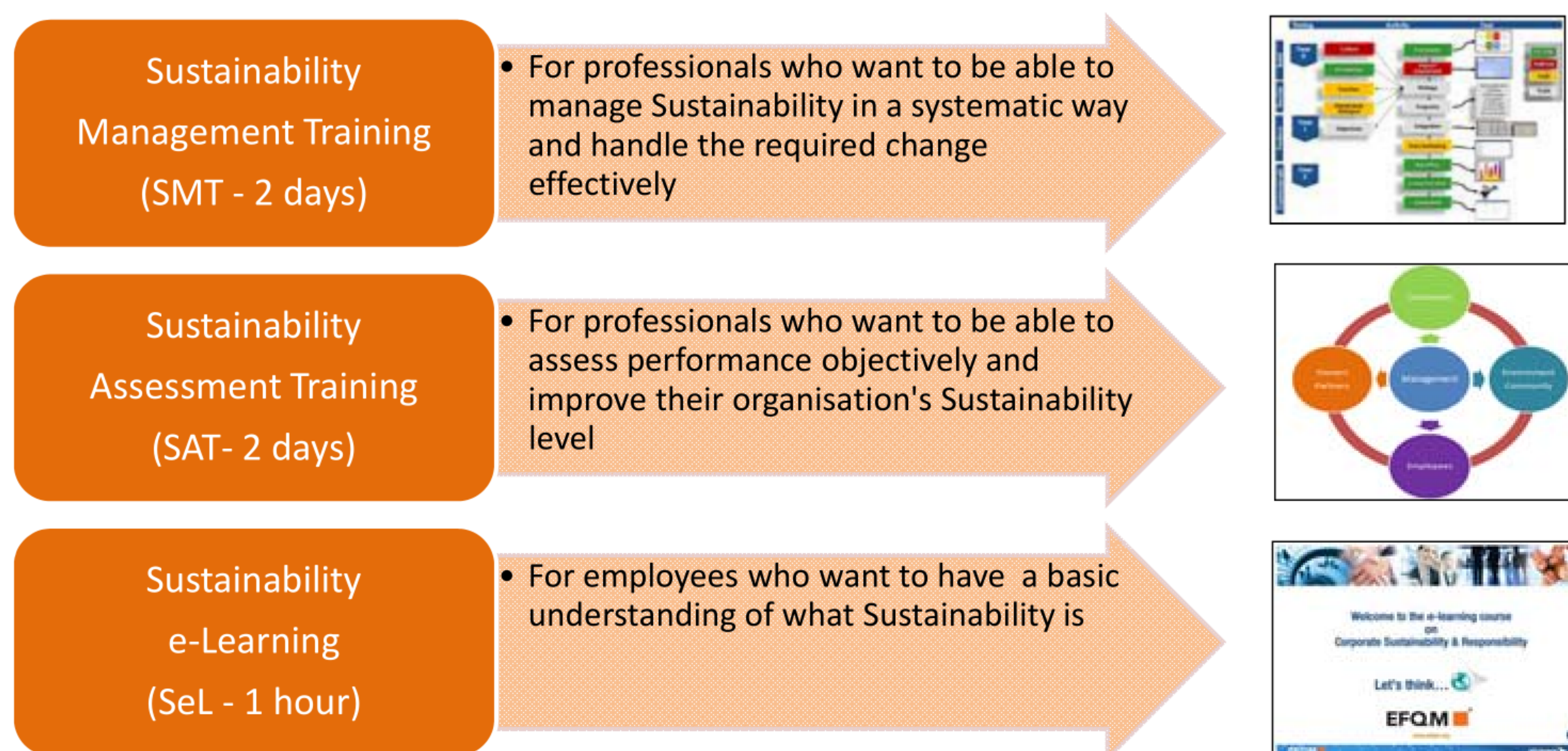


- Guidance on Sustainability
- Structured around the 9 EFQM criteria
- Generic descriptions of 'may'

Level 3: EFQM C2S Framework



Level 4: Trainings

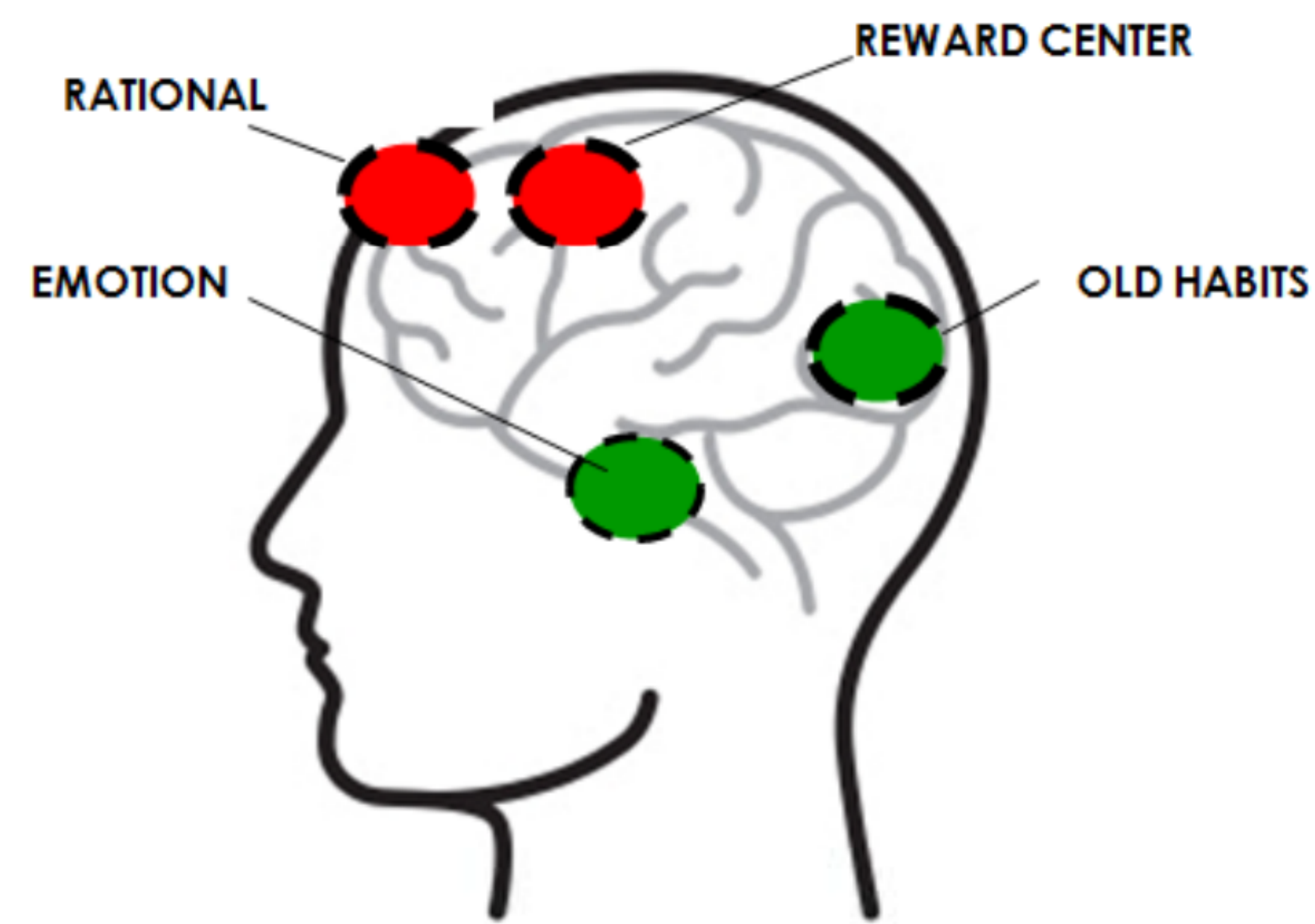


MANAGING SUSTAINABILITY

Management Systems



Management Systems – What about Change?



Example – Sustainability Change Management System

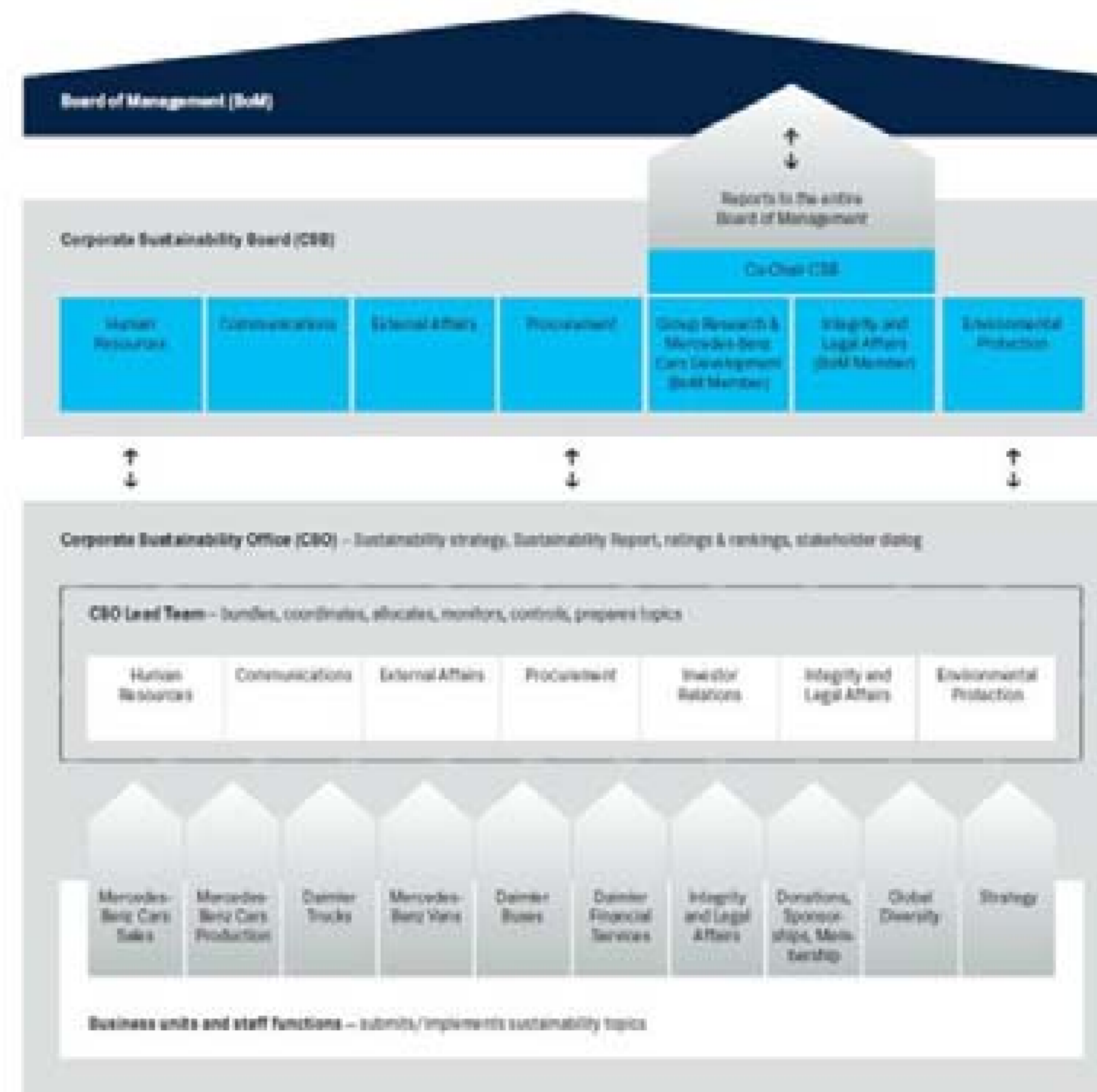


Function

DAIMLER



Mercedes-Benz



Knowledge

For employees to have a basic understanding of what Sustainability is and learn how to **Think in a sustainable way**

A 1 hour on-line course

Structured around 7 Themes

Advanced yet simplified content



Assessing



GOOD PRACTICE: ASSESSMENT OF OUR SUSTAINABILITY MATURITY



OUR SUSTAINABILITY MATURITY IN 2013

We exceeded our maturity target for the year, achieving a relative increase of 53.9% in maturity, compared to the 2012 baseline level.

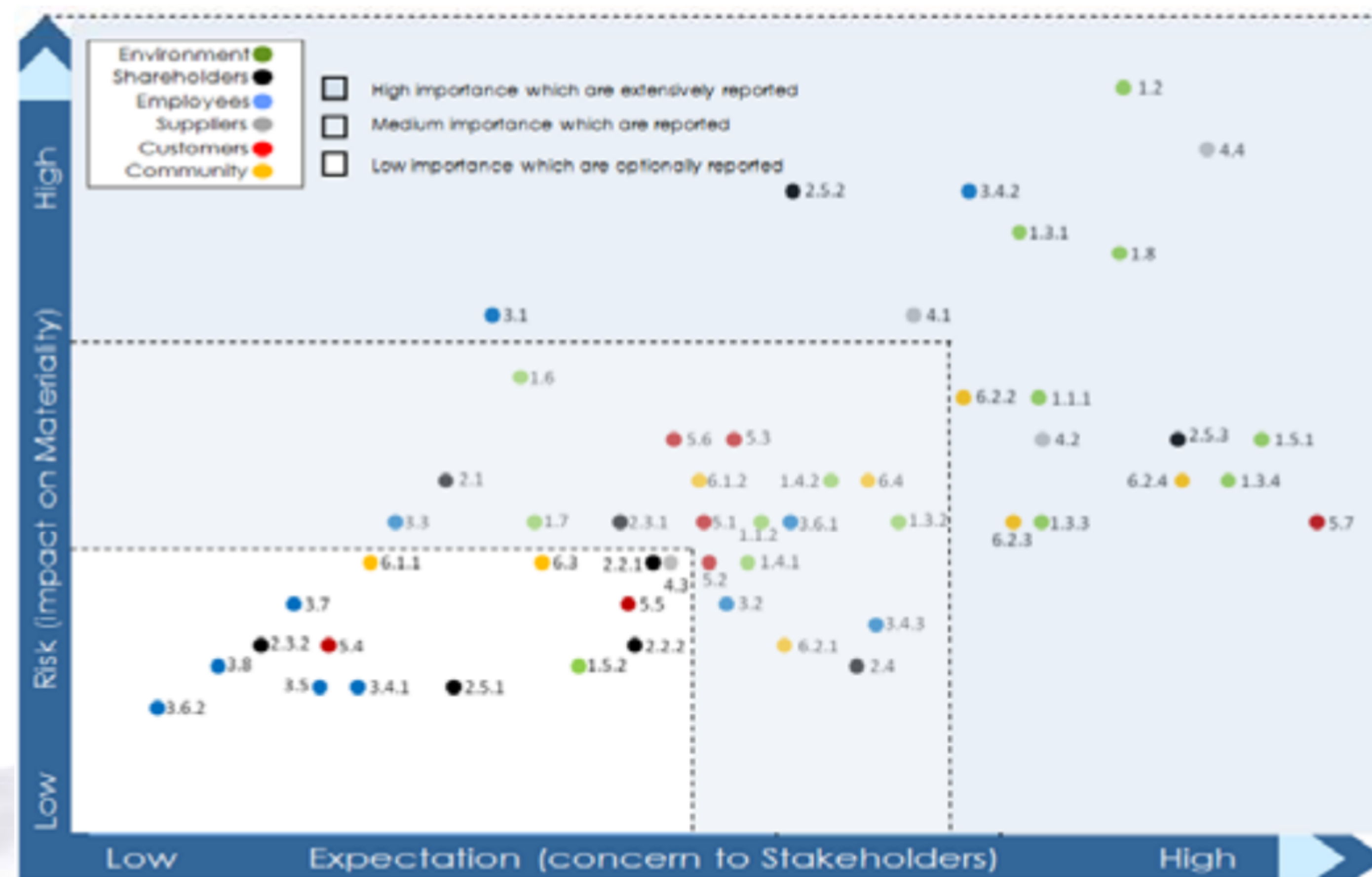


Improvements in our sustainability maturity result from:

- ✓ Continued our compliance screening and customer due diligence, in accordance with our principles and procedures;
- ✓ Development of broader investment choices and saving plans;
- ✓ Consumer banking terms and conditions made clearer and simpler;
- ✓ Partnership with the Emirates Foundation for Youth Development community financial literacy programme;
- ✓ Conducted customer satisfaction surveys and responded to customer needs;



Impact



Culture



**Birlikte
Together**



**Sorumlu
Responsible**



**İleride
Ahead**



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Integration



Areas in Annual Performance Appraisal

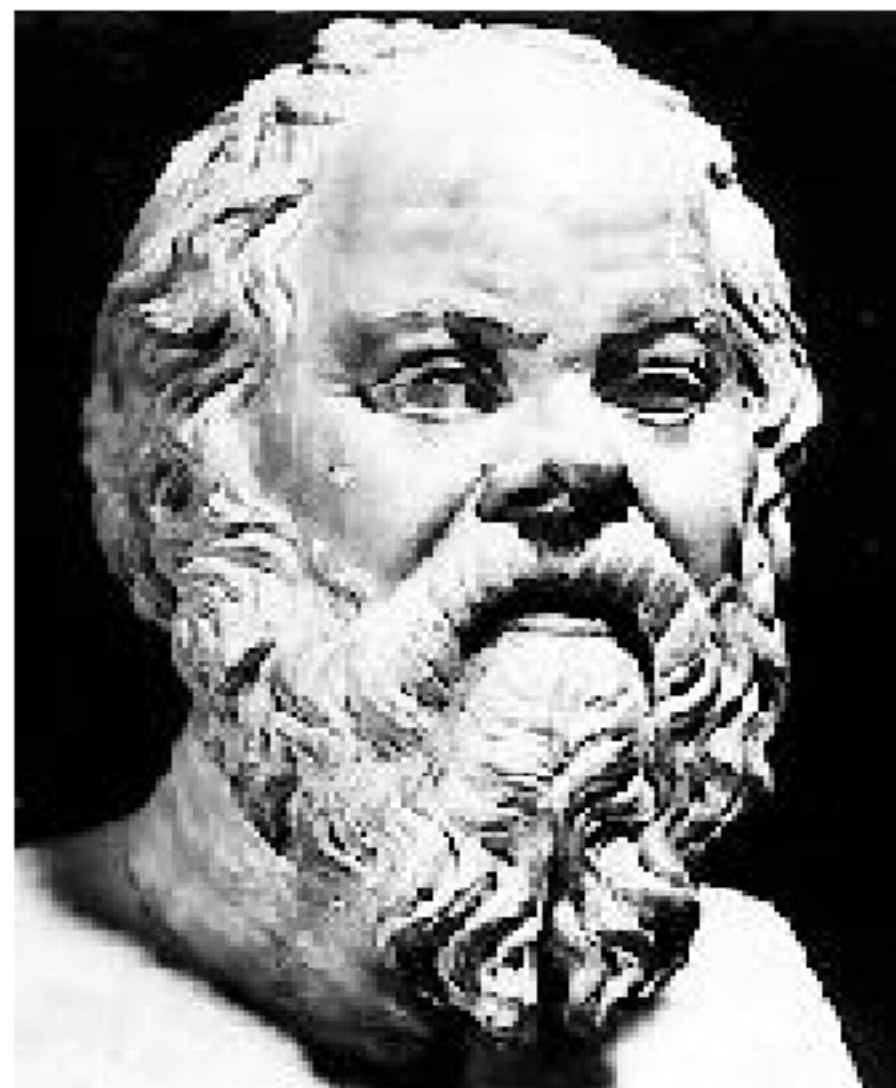
1. Management
2. Results
3. Employee Development
4. Leadership
5. Development & Innovation
6. Quality of Relationships
7. Social Responsibility

Reporting



- "...12% of old leaders have not implemented the rules in the **Ethics** Handbook..."
- "...64 dismissals caused by **unethical** behavior...and attempts to **bribery** (four cases)..."
- "...opened its **lobby** office in Brussels in August 2009..."
- "...the total use of **CRAN** substances fell by 26%...totaled 906 tns"
- "...2 **discrimination** cases were brought against Danfoss...was resolved through meeting between employee in question and the immediate manager..."
- "...voilations of approvals of environmental **regulation** occurred 27 times..."

CONCLUSIONS



Socrates
(469 BC-399 BC)

“To achieve good reputation you must
say what you want to become
and become what you say”



helping you improve



Thank you for your time!

For questions please contact:

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