

The importance of sustainability in international business

Deep Dive 1 – Sustainability and storytelling as differentiators in international business



FORWARD-INC
NEWCOMERSFORWARD.COM

Globally Cool

About me

Alfons van Duijvenbode

Managing Partner

GloballyCool

- ▶ Specialized in:
 - ▶ Export Marketing Strategies
 - ▶ Sustainability Strategies
- ▶ 30+ Years experience
- ▶ 50+ Countries



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About me

Marijke Nijdam

Content Marketing and Communication Adviser

GloballyCool

- ▶ Specialized in:
 - ▶ Content marketing
 - ▶ Social media
- ▶ 18+ Years experience
- ▶ 33+ Countries



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About Globally Cool

CONSULT



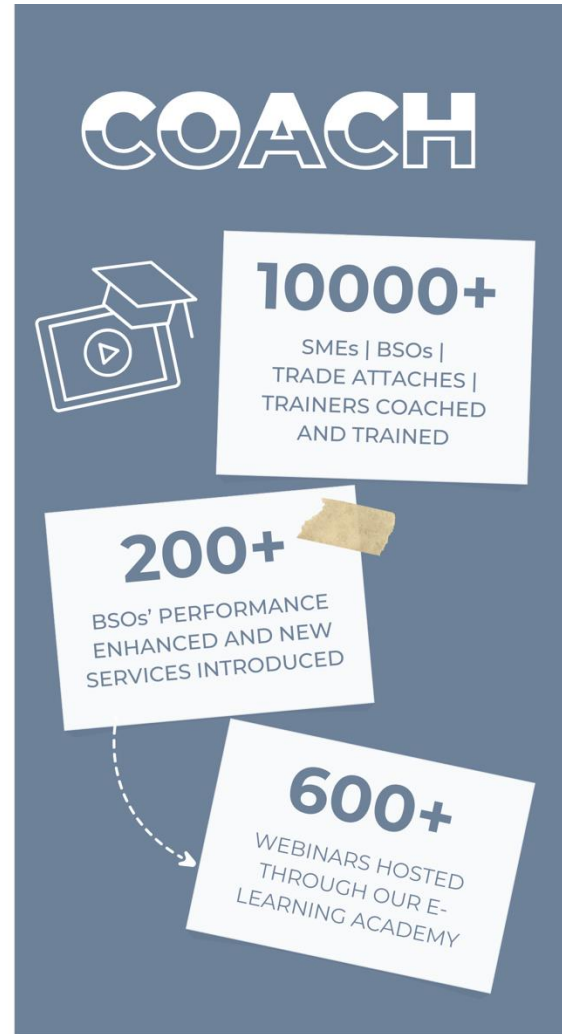
5000+
EU MARKET SURVEYS
CONDUCTED AND
PROMISING MARKETS
IDENTIFIED

50+
SECTOR MARKETING
STRATEGIES AND
BRANDING &
PROMOTION
CAMPAIGNS DEVELOPED

500+
DIGITAL MARKETING
ASSESSMENTS, SEO & GEO,
E-COMMERCE, AND ESG
ASSESSMENTS &
STRATEGIES

Icons: Graduation cap, Brain in a head.

COACH



10000+
SMEs | BSOs |
TRADE ATTACHES |
TRAINERS COACHED
AND TRAINED

200+
BSOs' PERFORMANCE
ENHANCED AND NEW
SERVICES INTRODUCED

600+
WEBINARS HOSTED
THROUGH OUR E-
LEARNING ACADEMY

Icons: Graduation cap, Play button.

CONNECT



1000+
BUSINESS LINKAGES
GLOBAL NETWORK

15
TRADE INTELLIGENCE
PORTALS DEVELOPED

50+
PROMOTION EVENTS
SUPPORTED

Icons: Globe, Hands shaking.

Some of our clients



THE GOVERNMENT
OF THE BAHAMAS



Agenda



1. **Why** is it important to demonstrate your sustainability performance?
2. **What** to demonstrate? What are the key sustainability areas?
3. **How** to do it?

A close-up photograph of a person's hand holding a small, spherical ball of green grass. The hand is positioned in the lower-left foreground, with fingers gently cupping the ball. The background is a soft, out-of-focus green field, suggesting a natural, outdoor setting. The overall tone is peaceful and environmentally conscious.

1. Why is it important to demonstrate your sustainability performance?



**WHAT'S
NEW...?**

Universal Declaration
of Human Rights

1948

ILO Convention 98
Freedom of
Association

1949

Stockholm Declaration
on Protection of the
environment

1972



UNITED NATIONS

ILO Convention 100
Equal Remuneration

1951

ILO Convention 155
Workers Health and
Safety

1981

ILO Convention 138
Child Labour

1973

ILO Convention 111
Non-Discrimination

1958

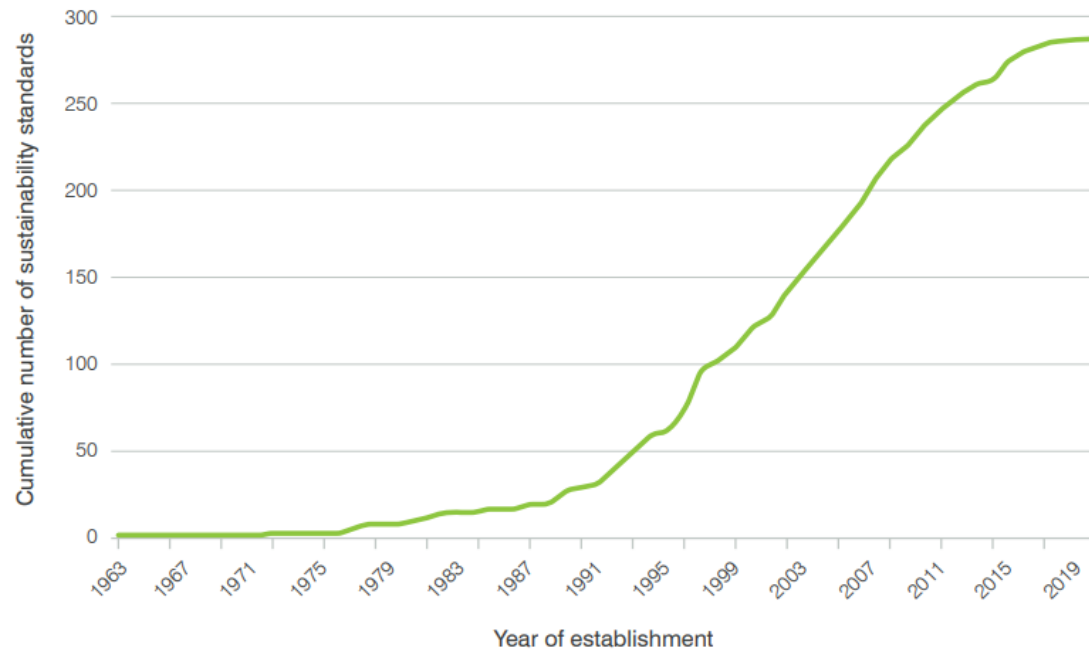


SUSTAINABLE DEVELOPMENT SINCE 1977

SEKEM was founded with the idea of sustainable development and giving back to the community. The vision that brought Dr. Ibrahim Abouleish to dig the first well in the vast desert land still resounds in SEKEMs approach of conducting business. Like a compass, our vision, mission and values guide us in the everyday work in all SEKEM companies.

Rapid development of sustainability standards and sustainable business initiatives

Figure 1: Development of sustainability standards over time



Source: International Trade Centre, Standards Map (2021).

<https://intracen.org/file/t4sdppublicationon20211217webpagespdf>



EMKAO FOODS

More than just chocolate: EMKAO is creating a more sustainable future for cacao farming.

Why this strong focus on sustainability now...?



Diverse drivers of acceleration



protest



consumers / Gen Z



legislation



companies



International goals





terrasol
Growing Quality Since 1961

THE WORLD'S FIRST "CARBON NEUTRAL" PINEAPPLE!

*Tasty, unique and eco-
responsible!*



View on youtube

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Sustainable development goals

SUSTAINABLE DEVELOPMENT GOALS




Nature's Pride **SUSTAINABLE BUSINESS PLAN 2023**

Vision
MAKING THE WORLD HEALTHIER AND MORE SUSTAINABLE

GOOD BUSINESS

<p>IMPROVE LIVELIHOODS</p> <p>100% Social Monitoring & top themes Beyond Social Compliance</p> <p>Healthy lifestyle and good living environment</p>	<p>REDUCE FOOD WASTE</p> <p>Reduction of food loss</p> <p>100% food loss valorised within the food chain</p>	<p>REDUCE ENVIRONMENTAL IMPACT</p> <p>100% recyclable or reusable packaging</p> <p>Reduce CO₂ emissions by 1/3</p> <p>Responsible water use in our growing areas</p>
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What is the European Green Deal?

 The European Green Deal (EGD) is a set of goals....
...with many subgoals and themes.



Unlike other international goals and agendas, the EGD introduces far-reaching legislation to push for change.



So what does this mean in practice?

- ➔ **Suppliers** whether directly or indirectly linked to the EU market will need to meet **environmental** and **human rights requirements** - and **show** they do.
- ➔ Current linear (take-make-waste) business models won't work in the long run and there is an **active quest** for new, truly **sustainable** business models – **solutions** can come from **any part** of the supply chain!



Business as solution – Michael Porter



[View on YouTube](#)

A close-up photograph of a person's hand holding a small, spherical ball of green grass. The hand is positioned in the lower-left foreground, with fingers gently cupping the ball. The background is a soft, out-of-focus green field, suggesting a natural, outdoor setting. The overall tone is peaceful and environmentally conscious.

2. What to demonstrate? What are the key sustainability areas?



Environment



Social



Governance



Environment



Governance

Write down in the chat sustainability issues you can think of per impact area

ESG issues

Environmental

- > Materials sourcing and use
- > Energy efficiency of operations
- > Water use efficiency
- > Recyclability & Circularity
- > Biodiversity management
- > Deforestation
- > Use of chemicals
- > Emissions to air – GHG emissions and other emissions
- > Waste management
- > Water pollution
- > Carbon footprint reduction

Social

- > Labour conditions
- > Migrant workers
- > Occupational health and safety
- > Minimum age, minimum wage
- > Discrimination
- > Equal opportunities
- > Indigenous peoples rights
- > Land use rights
- > Workers' rights
- > Human development and training at work
- > Community development

Governance

- > Risk management & compliance
- > Integrity & ethical business practices
- > Transparency
- > Accountability
- > Board inclusiveness

Relevant topics depend on country, target markets & sector





Critical issues?



Critical issues?



Critical issues?



Meet Venus!

- ▶ Entrepreneur of the year (E&Y)
- ▶ Social Entrepreneur
- ▶ Women empowerment advocate

From Trash to Cash!



Pre-audit team







'That's how they are used to'

'We give them income'



'The sea has plenty of shells'



'shell cleaning with chemicals straight to the open sewer'





'5S?
What's that?'

5S LEAN WORKPLACE

	1. SORT	Keeping only what is necessary and discard everything else - when in doubt, throw it out.
	2. SET IN ORDER	Arranging and label only necessary items for easy use and return by anyone.
	3. SHINE	Keeping everything swept and clean for inspection for safety and preventative maintenance of equipment.
	4. STANDARDIZE	The state that exists when the first three pillars or "S's" are properly maintained.
	5. SUSTAIN	Making a habit of properly maintain correct procedures.

© 2012 | www.5s.com | 800-771-1200 | 4-800020-04

A close-up photograph of a person's hand holding a small, spherical globe of moss. The globe is covered in vibrant green moss with some darker green patches. The hand is positioned in the lower-left quadrant, with fingers gently cupping the globe. The background is a soft-focus, green grassy field under bright, natural light. The overall mood is serene and eco-friendly.

3. How to do it?



Go to [menti.com](https://www.menti.com)

CSR policy
Sustainability business model
Certification
Standard
Code of Conduct
Sustainability report
Story telling

The starting points

▶ Company values



proactive

▶ External pressure



reactive

▶ Business opportunities



proactive

Sustainability strategy: proactive or reactive



Trends in social responsibility



Do companies need a specific standard?



- ▶ The Greenery is a signatory to the Sustainable Business Initiative covenant. This means that, when we buy products from countries that are considered to be high-risk on social grounds... [the] companies must at least participate in BSCI, Fair Trade, ETI/SMETA, Fair for Life, SIZA, SA8000 or the Rainforest Alliance.”
- ▶ <https://www.thegreenery.com/en/sustainability>

Certified sustainable – is it always necessary?



Large players, such as supermarkets, with many suppliers work with certification

Also depends on sector!



Smaller shops with more direct contact with suppliers do not always require certification

Examples for fresh produce and natural ingredients



Examples for processed food



Examples for apparel, textiles and wood



Examples cross sector



New schemes build on existing ones, an example:

► ILO conventions are commonly used as a reference for labour topics:



3.3 Labour Conditions

Intent and scope: To ensure good working conditions for [workers](#). Fairtrade International regards the core ILO conventions as the main reference for good working conditions.

ANNEX
to the proposal for a
DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
on Corporate Sustainability Due Diligence and amending Directive (EU) 2019/1937

- The International Labour Organization's Declaration on Fundamental Principles and Rights at Work;
- The International Labour Organization's Tripartite Declaration of Principles concerning Multinational Enterprises and Social Policy;
- The International Labour Organization's core/fundamental conventions:



A woman with dark braided hair styled in a bun, wearing glasses and a mustard-colored hoodie, is looking down at a laptop. She is in a library or bookstore, with bookshelves filled with books in the background. A red speech bubble is positioned in the upper left corner.

Next session

**Which standard to choose
& buyers codes of conduct**



My Main
Learnings