



Samuele Tini



Sustainability

Online presentation



**Project
Management
Institute®
Germany**

Who I am?

A Bridge builder

- Not for profit
- B Corp and B Academics
- Podcasting and articles



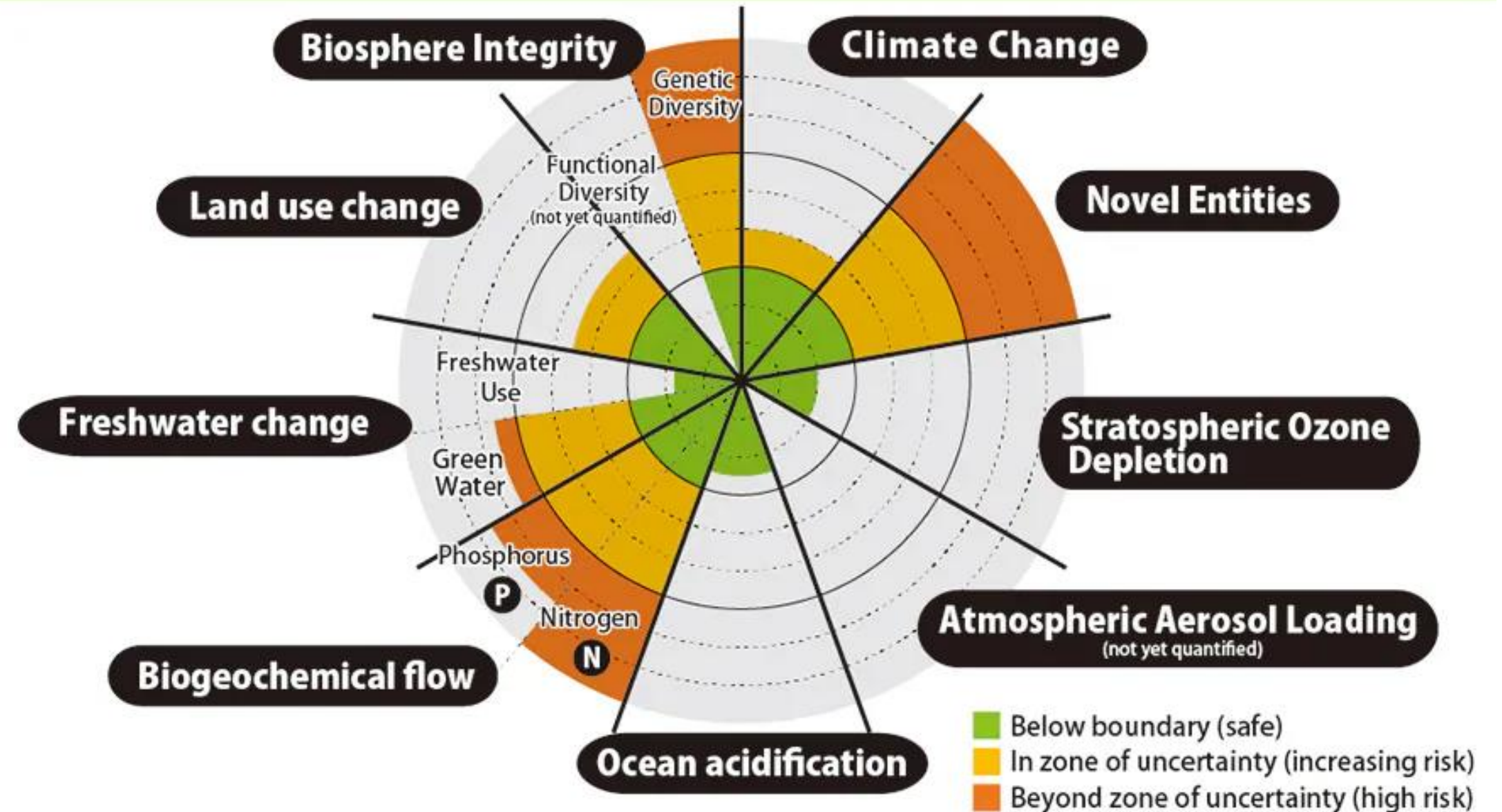
Overview

- **Importance of Sustainability in business**
- **Case Studies: B Corp Movement and 3E Projects in Africa**
- **Q&A Session**

The Why

- Planetary crisis
- The rise of Anthropocene a new era characterized by rapidly growing imbalances in the planet's ecological equilibrium
- Entire life-support system of the planet is under threat
- Social issues: Rising inequalities and societal tensions

Current status of planetary boundaries



Source hitachi.com

Is this relevant for companies?

**There is one and only one social responsibility of business—to use its resources and engage in activities designed to increase its profits
(Friedman, 1970).**

A Friedman doctrine-- The Social Responsibility Of Business Is to Increase Its Profits

By Milton Friedman

Sept. 13, 1970



Is this relevant for companies?

Growing debate on social businesses and hybrid forms.

Business can be understood as a set of relationships among groups that have a stake in the activities that make up the business – Parmar et al., 2010

Changes

- **SDGS**
- **UN Global Compact**
- **Investors**
- **Regulators**
- **Consumers – careful attitude**
behaviour gap



Who we can do it?

ISO 14001: International standards for environmental management.

GRI: Global Reporting Initiative for sustainability reporting.

Fair Trade: Ensures fair practices in trade.

Others: Various certifications support different aspects of sustainability

The B Corp

“I often wonder to what extent business can help society in its goals and alleviate poverty, preserve ecosystems, and build strong communities and institutions... B Lab has proven that there is a way”

Madeleine Albright



The B Corp

Every company should consider getting certified as a B Corp, at least in spirit and approach"
(Polman and Wiston, 2021).



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Can you name some?



The B Corp

- ***Holistic certification provided by B Lab***
- ***5 Areas, Governance, Workers, Community, Environment, and Consumers***
- ***B Impact Assessment 80 points***
- ***Different questions different geographies***



My research

- ***Over 50 B Corp interviewed***
- ***Coached MBAs to support business in the path towards certification***



The results?

Motivations

- **External validation third party approval**
- **Snap Decision**
- **Recognition and differentiation**
- **Matching with prosocial motivation**
- **Compliance**
- **Embed purpose**



Changes

- **Formalization**
- **Sustainable Suppliers**
- **Environmental choices**



Benefits

- ***Increased revenue***
- ***Employee attraction***
- ***Employee retention***
- ***Increased sales***
- ***Increased relationship with investors***
- ***turnover growth***



Critical points

- *Awareness*
- *Credibility*





Questions?

Case 2- Project management in the context of development



Development projects

- ***Common problems***
- ***Context***
- ***External factors, from politics to climate***
- ***Delays***
- ***Bureaucracy***

What we do?

***Enviromental conservation
through entrepreneurship***

Key value chains coffee and milk

Ecosystem approach



WE BELIEVE IN A GREENER,
MORE PROSPEROUS
AND ENERGY-EFFICIENT FUTURE.

Coffee



 **3E** Environment
Entrepreneurship
Energy

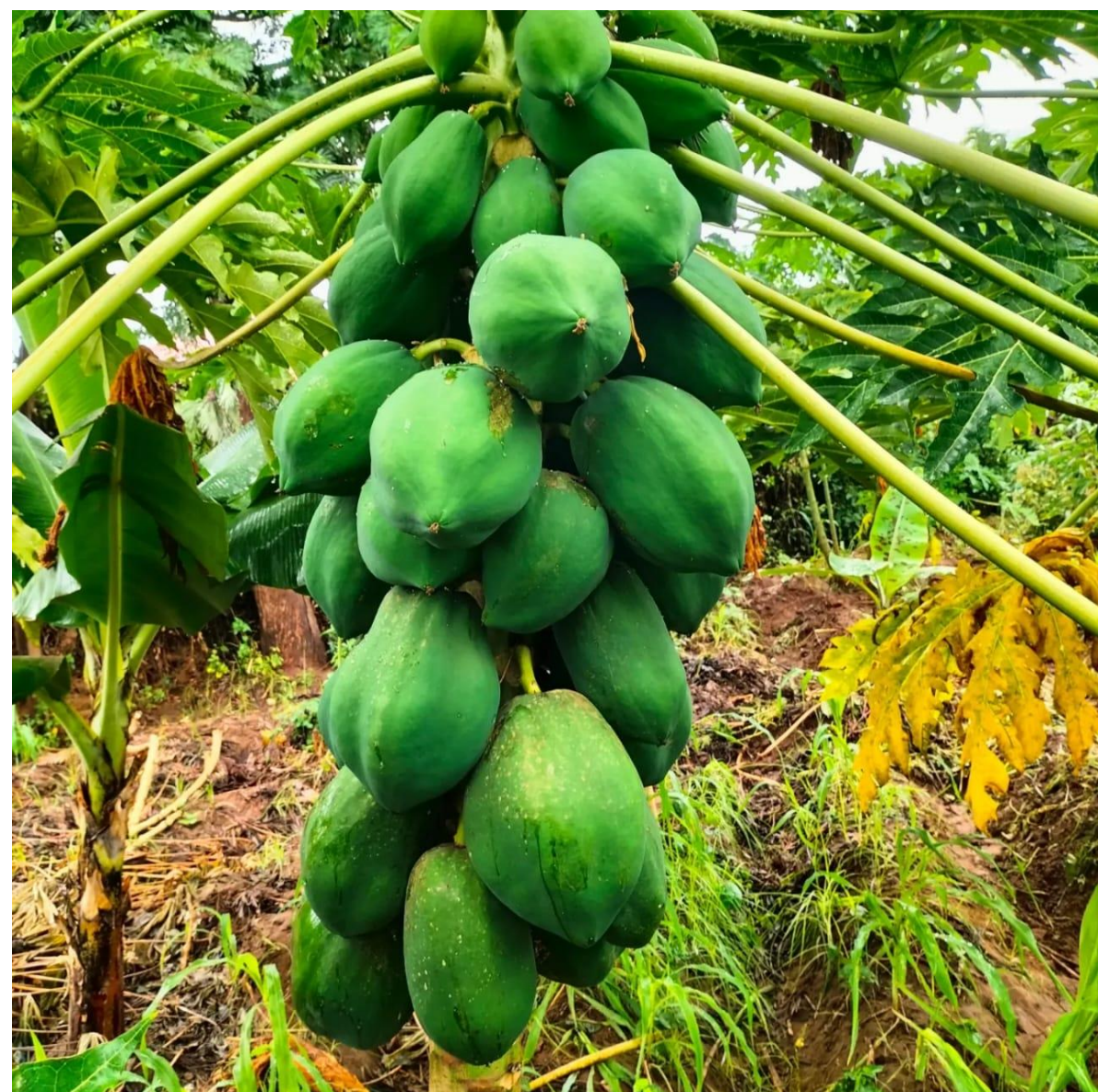
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LAVAZZA

**KAHAWA & MAZIWA:
CREATING A BETTER
TOMORROW
THROUGH BUSINESS
AND ENVIRONMENT.**



Milk





Food security



Biogas



How to work

- ***Respect the community and blend***
- ***Plan carefully***
- ***Adjust to local needs***



Questions?



Many Thanks!

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