

THREE SIMPLE STEPS TO KICKSTART YOUR SUSTAINABILITY STRATEGY

BY BONGIWE MBUNGE

February 24, 2020





Executing a business sustainability strategy is more important than ever and is essential for the long-term success of a company.

With so much change occurring though, some medium-sized businesses could find the development of this strategy daunting and feel they lack the needed resources to create a sustainable strategy.

This can however be overcome by aligning your company's goals to what sustainability really means. That way you can create a strategy that is both achievable and manageable.

1. Start the conversation

It's important to have conversations around sustainability with many parts of your business. This can range from senior management to newly recruited staff.

By speaking about current topics, not only do you get an opinion from others, but it also starts to unpack a business case for sustainability that can be tailored to meet all needs. As soon as all issues are on the table, owners often find themselves already on the path to finding necessary resolutions.

2. Identify and engage stakeholders

Your stakeholder engagement strategy must recognise every person, group and company your business interacts with. Having a strategy that formalises how you comment on proposed legislation, or for example, how you interact with local universities, colleges, or supply chains is essential to building a sustainable business model.

Not only are external stakeholders important, but so are those internally and when it comes to influencing your sustainability strategy, your biggest stakeholder is people. Having fluid lines of engagement within your business is crucial if they are to buy into the vision and feel empowered enough to act, independently and as a team.

If a business has straightforward employee education initiatives, it can save on expenditure as well as significantly reducing a company's carbon footprint, resulting in exceeding its sustainability targets.

3. Communicate clearly and consistently

While putting in place the elements to launch your sustainability strategy is a starting point, clear and consistent communication an essential component to ensure better chance of success.

Consistency of message is, whether it is in frequency of communication or the methodology underpinning the sustainability strategy is important. Crucially, stakeholders need to know how the company's strategy adds value to the business and a well thought out communication plan is the best way to unlock the value in this.

Overall, businesses embarking on developing or improving a sustainability business strategy, taking a positive approach that breaks those elements down into manageable and achievable actions is a key step in kickstarting any sustainable journey.

To find out more about how we can help your business expand internationally, please get in touch with us below, or [visit our homepage](#) to learn more.

FOR MORE INFORMATION CONTACT:

 **BONGIWE MBUNGE**
PARTNER
+27 21 818 5068

VISIT US AT www.mazars.com

Disclaimer of Liability

Our firm provides the information in this e-newsletter for general guidance only, and does not constitute the provision of legal advice, tax advice, accounting services, investment advice, or professional consulting of any kind. The information provided herein should not be used as a substitute for consultation with professional tax, accounting, legal, or other competent advisers. Before making any decision or taking any action, you should consult a professional adviser who has been provided with all pertinent facts relevant to your particular situation.

Mazars USA LLP is an independent member firm of Mazars Group.

CONFIDENTIALITY NOTICE: *The information contained in this communication may be privileged, confidential and protected from use and disclosure. If you are not the intended recipient, or responsible for delivering this message to the intended recipient, you are hereby notified that any review, disclosure, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify the sender immediately by replying to the message and deleting it*