



# YOUR INTENGINE A Better Business

*Purposeful Sustainability In A Changing World*

## GLOBAL SMALL TO MEDIUM ENTERPRISES TODAY



Make up approximately  
**99%**  
of enterprises <sup>1</sup>

Responsible for  
**60%**  
of employment <sup>2</sup>

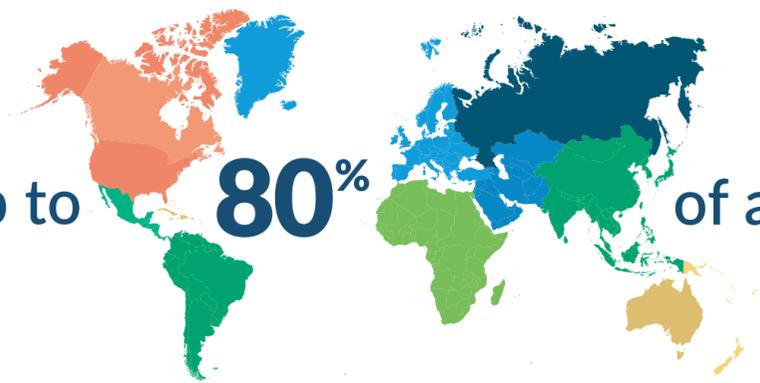


Drive innovation...



carrying out nearly **20%**  
of research & development  
in the **US & EU** <sup>3</sup>

Contribute up to **80%** of a country's **GDP** <sup>4</sup>



### Small to Medium Enterprises = Immense Power to Influence Change

**SMEs** in the UK use **over 45%** of **total business energy**,<sup>5</sup> and globally SMEs are estimated to be responsible for approximately **70% of GHG emissions**.<sup>6</sup>

To retain their place in an evolving market, SMEs need to **do more with less and adjust** due to **climate change, decreased resources, consumer perception, and demand**.



*“The time is coming when it will no longer make economic sense for ‘business as usual’ and the circular economy will thrive. [...] We are preparing to lead this change by rethinking the way we do business because the reality is, it isn’t a choice anymore.”<sup>7</sup>*

EUAN SUTHERLAND, CEO OF KINGFISHER U.K. & IRELAND



A transition to a **CIRCULAR ECONOMY** through responsible production, consumption, and recovery (U.N. Sustainable Development Goal 12) could equate to \$4.5 trillion USD in global economic growth,<sup>8</sup> while achieving all of the SDGs could unlock **over \$24 trillion in savings & revenue<sup>9</sup>** as well as **creating 380 million jobs** - all by 2030.<sup>10</sup>

*“People want to feel that whatever they are buying aligns with their personal values.”<sup>11</sup>*

RISHABH CHOKHANI, CEO OF NATUREVIBE BOTANICALS

# BEYOND CSR & ESG: YOUR SOCIAL LICENCE TO OPERATE

## Considerations For Growing & Maintaining Your SLO

The Social License to Operate (SLO) in a 'business as usual' model is more difficult to develop or maintain due to increased stake/rights-holder **awareness and engagement**. It can be revoked or degraded if an organization is deemed unethical or undesirable and can lead to **substantial losses**. A perception of trust can lead to **substantial gains**, and ease in doing business.

### WHAT TO CONSIDER:

- ✓ Transparency, Disclosure & Due Diligence
- ✓ Accountability & Remediation
- ✓ Free, Prior, and Informed Consent
- ✓ Acting Beyond Minimum Compliance/Policy
- ✓ Perception of Trust & Compatibility of Interests
- ✓ Brand Clarity, Credibility, and Consistency
- ✓ Careful Analysis of Social/Environmental/Economic Impact
- ✓ Progressive Governance & Partnerships
- ✓ Meaningful Dialogue, Listening, and Believing
- ✓ Justice, Fairness, Respect
- ✓ Social Purpose Messaging & Engagement
- ✓ Thoughtful Risk Management & Benefit Enhancement

### WHO TO CONSIDER:

- ✓ Employees & Unions
- ✓ Customers
- ✓ Indigenous Nations
- ✓ Communities
- ✓ Investors & Shareholders
- ✓ Associations & Advocacy Groups
- ✓ Governments & Policy Makers
- ✓ Media
- ✓ Religious Groups



**"[...] it is yet possible to increase our well-being, and at the same time maintain economic growth through a clever mix of climate mitigation, resource efficiency and biodiversity protection policies."** <sup>12</sup>

AMINA MOHAMMED, UN DEPUTY SECRETARY-GENERAL

## THE BUSINESS CASE

### Being The Change As A Sustainable Route To Success For SMEs

#### IMPROVE YOUR BRAND & BUILD CUSTOMER LOYALTY

92% of consumers say companies have a more positive image when they support social/environmental issues,<sup>13</sup> 78% say they want companies to address those concerns,<sup>14</sup> and 73% of millennials are willing to spend more to support those efforts.<sup>15</sup>



#### INCREASE THE VALUE OF YOUR BRAND & GROW YOUR BUSINESS

62% of global consumers are influenced by brand trust connected to sustainability<sup>16</sup> and investment is following suit, with 33% growth from 2014 - 2016.<sup>17</sup> 75% of investors and 86% of millennials want portfolios that point toward sustainability.<sup>18</sup>



#### COST EFFECTIVE SAVINGS

Sustainable cost-effective measures can generate savings up to \$780 billion USD in the U.S. corporate sector.<sup>19</sup> Energy savings of up to 30% could be achieved through existing technologies and best practices.<sup>20</sup>



#### EMPLOYEE ENGAGEMENT & RETENTION

74% of employees say their job is more fulfilling when given the opportunity to make a positive impact on social and environmental issues, while 58% consider a company's CSR commitments when deciding where to work.<sup>21</sup>



**"Disrupt before you're disrupted: New market realities mean businesses must adapt, adjust and transform. Take an in-depth look at your growth strategy, operations, workforce and technology and assess how you should evolve to protect your business against disruptive change".** <sup>22</sup>

PRICEWATERHOUSECOOPER, 22ND CEO SURVEY

## HELP ACHIEVE The United Nations Sustainable Development Goals

The SDGs call for national commitments to positive change. Your business plays a key role in the success of implementation, especially in using the critical mass of SMEs to revitalize global partnerships for sustainable development.



*"To be truly successful, companies need to have a corporate mission that is bigger than making a profit."*<sup>23</sup>

MARC BENIOFF, CEO SALESFORCE

## BARRIERS TO DEVELOPMENT Obstructions Affecting Efforts For Meaningful Change



*"Top leaders exemplify and communicate the company's purpose and values, but everyone owns them, and the values become embedded in tasks, goals, and performance standards."*<sup>24</sup>

ROSABETH MOSS KANTER - PROFESSOR OF BUSINESS, HARVARD BUSINESS SCHOOL

# TAKE 20 STEPS FORWARD

## Leverage Your Business Power By Integrating Purpose And Sustainability

### 1 ACCEPT RESPONSIBILITY

Your business may be directly or indirectly affecting the urgent issues of eco-system collapse, resource use, climate change, and social justice. Take ownership of your impacts, and choose to change.

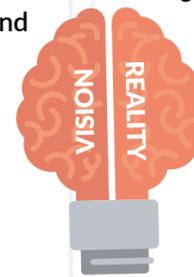
### 2 UNITE YOUR TEAM

Engagement and support from all departments and stakeholders is crucial to get diverse perspectives, skills and ideas. Unification allows for a shared collective vision.



### 3 EMPOWER WITH PURPOSE

Dedicated champions are needed for the positive initiatives your business can create. Lead by example and enable your team to initiate purposeful change in your company.



### 4 CREATE VALUES-BASED SOLUTIONS

Focus on the beneficial, ethical outcomes of the business model you desire, and filter all decisions through this lens to lead with morals. A creation mindset transforms obstacles into adventures.

### 5 BE INFORMED & ENGAGED

Effective democracy and policy requires awareness and participation. Stay current and form alliances to leverage collective strength and direct your brand voice, status, and platform towards advancing sustainability and prosperity.



### 6 TAKE A STAND

Tell your colleagues, stakeholders, partners, customers, family, and friends what you're committing to for accountability and support as you become a force for good.



### 7 PRIORITIZE RESOURCES & BUDGETS

Break down goals, allocate adequate funds and resources, and set timelines to ensure the work advances. Understanding the tangible/intangible ROI helps motivate you and your team.

### 8 BUILD EFFECTIVE POLICY

Create policies and forge partnerships that align with your goals. Optimize procurement and sourcing, divest and disengage from misaligned suppliers, and create dialogue to encourage reform.

### 9 JOIN INDUSTRY ASSOCIATIONS & COALITIONS

Connect with other businesses and individuals in your industry to get support, collaborate, and create power in unity to overcome challenges.

### 10 STAY CURIOUS, EDUCATED, AND FLEXIBLE

Continue learning about the unique impacts of your industry - sustainability is a moving target. The more informed you are, the easier it is to make effective choices, changes, and pivot.



### 11 ADOPT THE SDGS & INDCs

The 'Sustainable Development Goals' (SDGs) and the 'Intended Nationally Determined Contributions' (INDCs), by the United Nations, are available for endorsement by your business to further your intentions and impact.

### 12 OBTAIN CERTIFICATION & MORE

Pursue certification(s) to stay up to date with best practices. Show leadership, set industry trends, and even become the 'new standard' to further your sector and differentiate your company.



### 13 ANALYZE, MEASURE, AND REPORT

Assess systems, processes, and life-cycles from all stages/perspectives, both up and downstream. Measure, track, revisit and report on objectives internally and externally to educate and keep evolving.



### 14 APPLY SYSTEM & DESIGN THINKING

Creatively consider design, production, packaging, transport, retail, usage, waste, and how they impact and/or intersect behaviourally and experientially with society, environment, and economy.

### 15 PRACTICE THE 9 R'S

Refuse outdated customs, rethink design, reduce resources, remove redundancies, and take back returns for repair, reuse, recycling, and/or resale.



### 16 WALK YOUR TALK

Stakeholders can easily uncover green/social washing. Being transparent and accountable builds brand trust, loyalty, and maintains integrity, as well as helping with retention.

### 17 SHARE YOUR STORY

Leading by example nudges others to get curious about their impact and improving their business. Sharing inspires and educates others, encourages stakeholder engagement, and furthers marketing strategies.



### 18 THINK GLOBAL, ACT LOCAL

Your local choices affect global issues - out of sight shouldn't mean out of mind. The effects of pollution, ecosystem collapse, resource use, climate change, and social injustice are often felt most by vulnerable populations who contribute to these issues the least.

### 19 UTILIZE POWER & PRIVILEGE

Do the work that you can more easily access first, and leverage your power to help lift up those around you to gain equality and equity, while achieving your purpose.

### 20 PROGRESS, NOT PERFECTION

Be gentle and kind, humble and honest with yourself and others on this imperfect journey. Once you know better, do better, and celebrate successes rather than criticize failure.



**“The most integrated areas of sustainability are mission and values, followed by external communications, while the least integrated areas are supply chain management and budgeting.”<sup>25</sup>**

MCKINSEY AND COMPANY

## OUR INTENGINE

We Exist To Support Your Sustainability Journey - Start Now

### ADOPT THE UN SUSTAINABLE DEVELOPMENT GOALS

as a framework to set sustainability goals and measure progress for your business.

*Find out more*



### COMMUNICATE YOUR COMMITMENTS

and get found by customers looking for businesses they can trust.

*List on Intengine*



### GET CERTIFIED

to demonstrate you are a leader.

*Browse certifications*



### IMPROVE YOUR SUPPLY CHAIN

and find sustainable suppliers.

*Search for suppliers*



### LEARN MORE

about ways you can be more sustainable.

*Find articles and resources*

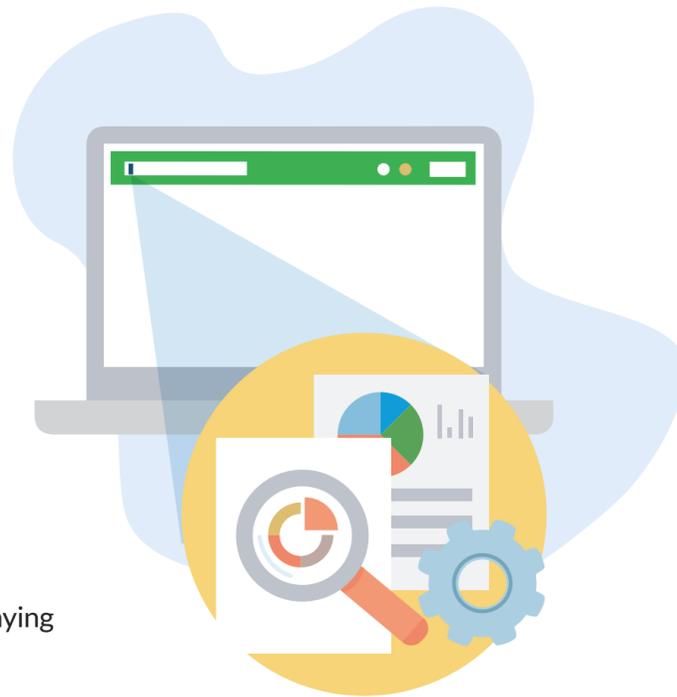


**“What we started to realize was that it was really important not just to design these products and be successful . . . but to actively promote change and become advocates.”<sup>26</sup>**

MARTIN WOLF, DIRECTOR OF PRODUCT SUSTAINABILITY & AUTHENTICITY - SEVENTH GENERATION

## REFERENCES

- 1-5. International Energy Agency: Accelerating Energy Efficiency in Small and Medium-sized Enterprises - 2015
6. Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications
7. Ellen MacArthur Foundation: Towards The Circular Economy - 2013
8. World Economic Forum: Platform For Accelerating A Circular Economy
9. Business Commission: Better Business, Better World Report
10. See Reference 9
11. Inc.
12. UN Environment
13. Cone Communications
14. Cone Communications: CSR Study
15. Nielsen
16. See Reference 15
17. Morgan Stanley: Sustainable Signals - 2017
18. See Reference 17
19. World Wildlife
20. International Energy Association: Accelerating Energy Efficiency in Small and Medium-sized Enterprises - 2015
21. Cone Communications: CSR Study
22. PriceWaterhouseCooper: 22nd CEO Survey
23. Sonshi
24. Harvard Business Review
25. McKinsey and Company
26. Shelton Group: Getting Your Company To The Front Of The Pack: Harnessing The Complexities Of Sustainability Through Teamwork



## RESOURCES

World Resource Institute

Global Reporting Index

Meaningful Dialogue Outcomes Contribute to Laying a Foundation for Social Licence to Operate

The Real Circular Economy - 2016

Social License to Operate: Legitimacy by Another Name?

Pacific Energy Summit: Social License to Operate: How to Get It, and How to Keep It - 2013

Sustainability4SMES

CEOs For Sustainability

McKinsey and Company: Profits With Purpose - 2014

Brands & Stands: Social Purpose Is The New Black - 2018

Shelton Group: Getting Your Company To The Front Of The Pack: Harnessing The Complexities Of Sustainability Through Teamwork

KPMG: Maintaining The Social License To Operate - 2018

PriceWaterhouseCooper: 22nd CEO Survey - Evolve or Dissolve: A Reality Check For Canadian CEOs

Corporate Social and Financial Performance: A Meta-Analysis - 2003

The Economics and Politics of Corporate Social Performance - 2009

Corporate Social Responsibility in Canada: Trends, Barriers and Opportunities - 2019

Copyright: © 2019 Intengine



[intengine.com](http://intengine.com)



@intengine



@goodintengine



@intengine



@goodintengine

