

1. KICK-OFF SESSION

From Vision to Action: Sustainability in Business

Temple University, Japan Campus (TUJ) International Business Studies Program Discussion Group with Read the Air





1.0 Introduction Why we're here 15 MINUTES 2.0
Breakout sessions
Groups of 6
40 MINUTES

3.0Debrief5 minutes per group30 MINUTES

4.0 **Closing** *Next steps?*5 MINUTES

5.0 **Networking** *Food and beverages*

Sustainability in a Business Context – where things stand

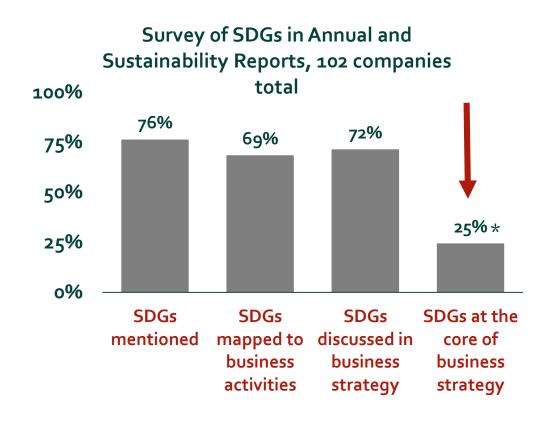


Business sustainability is the management and coordination of environmental, social and financial demands and concerns to ensure responsible, ethical and ongoing success. Source: Tech Target, Whatis.com

90%

of companies
consider a
sustainability
strategy important
to remaining
competitive

Source: Slone MIT study, 2017 Corporate Sustainability at a Crossroads: Progress Toward Our Common Future in Uncertain Times



* Consistent with results from other surveys when probed as "sustainability"



Agriculture under stress



1/3

of production in Asia is lost post-harvest

2 billon people globally are micro-nutrient deficient

20%

of Earth's groundwater basins are over-exploited

Climate Change

Increases in severe flooding, extreme heat, drought and changing rainfall patterns

The perils of apparel





UK brands show no evidence of a living wage being paid to non-EU/NA garment workers

1.7X

Forecasted growth from now to 2030

40%

Fashion companies have yet to set sustainability targets

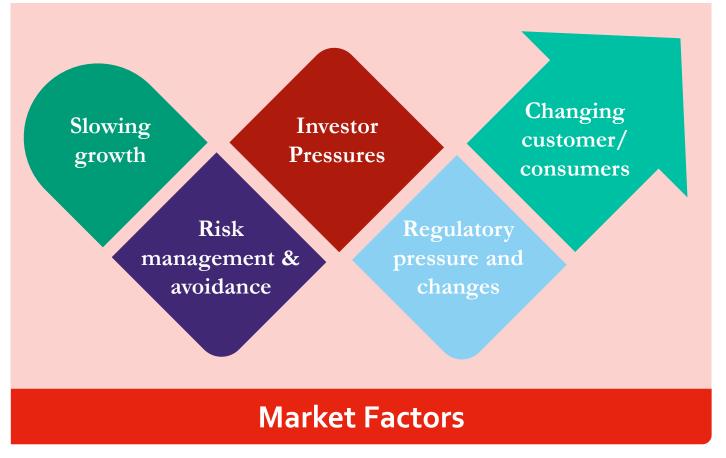


tons of CO₂ emissions, second after the oil and gas industry

What's driving companies to change?







What progress are we seeing?



BUSINESSES MAKE IT PUBLIC

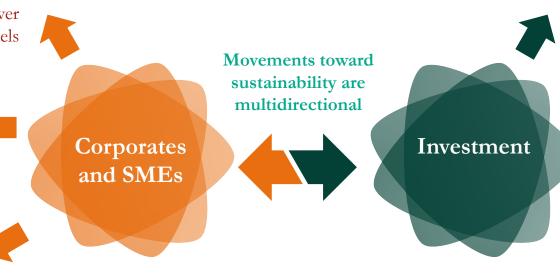
Aeon, Apple, Google, Ricoh and more champion renewable energy with RE100. DSM, H&M, IKEA, Sekisui House, Unilever ++ embrace whole new sustainable models

CONSUMERS LEAD

50% of Consumer Packaged Goods (CPG) growth from 2013 to 2018 came from sustainability-marketed products for US companies

SDGS ARE A CATALYST

Inspired by the SDGs, Keidanren -- and the Business Roundtable in the US -- update their charters to support a more sustainable society



ESG DRIVES PERFORMANCE

Harvard finds "High Sustainability" firms have better ROE and ROA; BCG sees that top performers in some ESG topics had margins that were up to 12.4 percentage points higher

SUSTAINABILITY IS INVESTABLE

Companies within the DJSI attract more attention from financial analysts, leading to an increase in the percentage of shares held by long-term investors

DIVESTMENT ACCELERATES

~1,110 pension, sovereign wealth, and institutional funds and banks with more than \$11 trillion in assets commit to divesting from fossil fuels

INVESTMENT IN SOLUTIONS

At \$1bn (soon \$3bn), TPG Rise invests in businesses generating value in SDGs; Al Gore's \$1bn investment firm seeks sustainable business solutions, and focused funds like Alante support seed and early stage investments



What progress are we seeing?

Hilton

case study



Executive buy-in after exposure to association discussions

Assessing and reporting impact on ALL 17 Goals



Responding to generational consumer mindshifts on sustainability

the industry and NGOs is collaboration out to new

stakeholders

and potential

future



Funding an effective sustainability team



Applying all available frameworks that make sense

How can businesses move toward a sustainable model?



Base-level **Understanding**

BUT...

Alignment & **Process Integration Cross-org Priority** Setting & Buy-in Actions & C-level **First Wins Engagement & Initial Choices QUESTIONS**

- ★ What are the biggest blockers of this process?
- ★ What information are we lacking?
- ★ What types of resources are needed?
- * What needs to change in our environment, market, etc. to create a business environment for change?
- * What role could academia play in supporting businesses through this transition?

Introducing: From Vision to Action



Goals and Outputs

- ✓ Explore the practical implications of sustainability in the business context
- ✓ Develop initial insights and conclusions on new definitions of value
- ✓ Uncover practical methods for moving from sustainability as a concept to practical execution strategies



- ✓ Summary report on conclusions from our sessions
- ✓ Enhanced network for professionals working on this pertinent topic
- ✓ Clarity around how Temple can support businesses in this transition

Ground Rules

- ✓ Chataham House Rules apply
- ✓ Everyone's contribution is important
- ✓ Please save *meishi* exchanging until the networking session
- ✓ Come to the sessions that you can
- ✓ Feel free to invite others—pass their names/details to us in advance
- ✓ Feel free to share articles or other insights with us between sessions

Introducing: From Vision to Action Breakout Group



- I. Round robin intro your name, what you'd like to get out of your participation in this discussion series
- II. How would you respond to our 5
 BURNING QUESTIONS?
- III. What opportunities do you think a sustainable model offers business?





'From Vision to Action: Sustainability in Business'



BUSINESS CASE FOR SUSTAINABILITY?



Possible opportunities of sustainability

INNOVATION DRIVER

Drive innovation by identifying problems in the marketplace that require new business solutions



IMPROVED BRAND PORTFOLIO STRATEGY

Optimize your brand portfolio to respond to increased consumer demand for sustainable products



SUPPLY CHAIN OPTIMIZATION

Reduce supplier risks and improve in key activities such as waste management, cost of procurement, and distribution





IDENTIFY NEW REVENUE STREAMS

Generate new business lines through greater understanding of internal capabilities and external opportunities



BRAND ATTRACTIVENESS

Make your brand more appealing to consumers, customers, employees, and other stakeholders



COMPETITIVE ADVANTAGE

Capitalize on new opportunities to gain an advantage over your competitors and lead your sector









Follow-up

- Session report available within the week at Readtheair.jp/blog
- We will send out an email with:
 - Possible featured speakers for following sessions
 - Thought questions for the next session
 - Optional pre-reading on the Circular Economy

Next sessions



SESSION 2

Harnessing the Circular Economy

Monday, October 28, 7 pm

What is the Circular Economy, its origins and meaning for business?

Focus areas:

- Circular Economy business models and how to implement them
 - Opportunities
 - Changes in business vision
 - Implementation success stories

SESSION 3

Does adopting ESG principles actually make companies better?

Monday, November 25, 7 pm

What is ESG and does it help companies succeed? How do investors use ESG?

Focus areas:

- What business improvements have we seen due to ESG?
 - How well do investors understand what they ask for, and do their expectations lead to concrete changes?