



## 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

# ‘Vision to Action’ Agenda

1.0

## Introduction

*Why we’re here*

15 MINUTES

2.0

## Breakout sessions

*Groups of 6*

40 MINUTES

3.0

## Debrief

*5 minutes per group*

30 MINUTES

4.0

## Closing

*Next steps?*

5 MINUTES

5.0

## Networking

*Food and beverages*

# Sustainability in a Business Context – where things stand

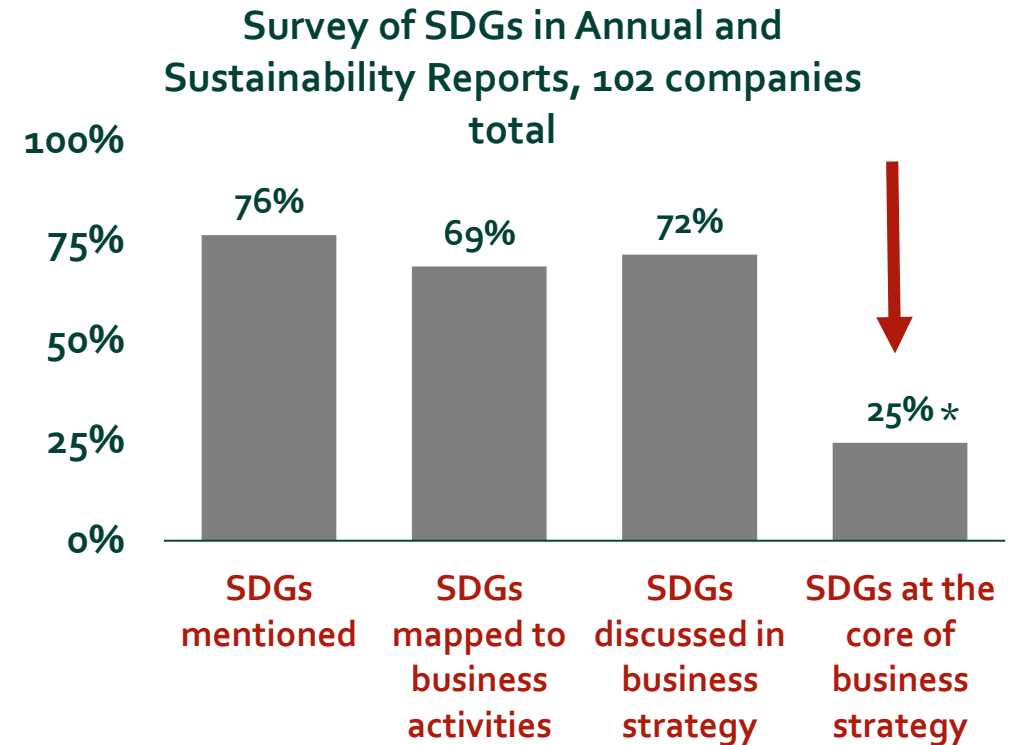


Business sustainability is the management and coordination of environmental, social and financial demands and concerns to ensure responsible, ethical and ongoing success.

Source: Tech Target, Whatis.com

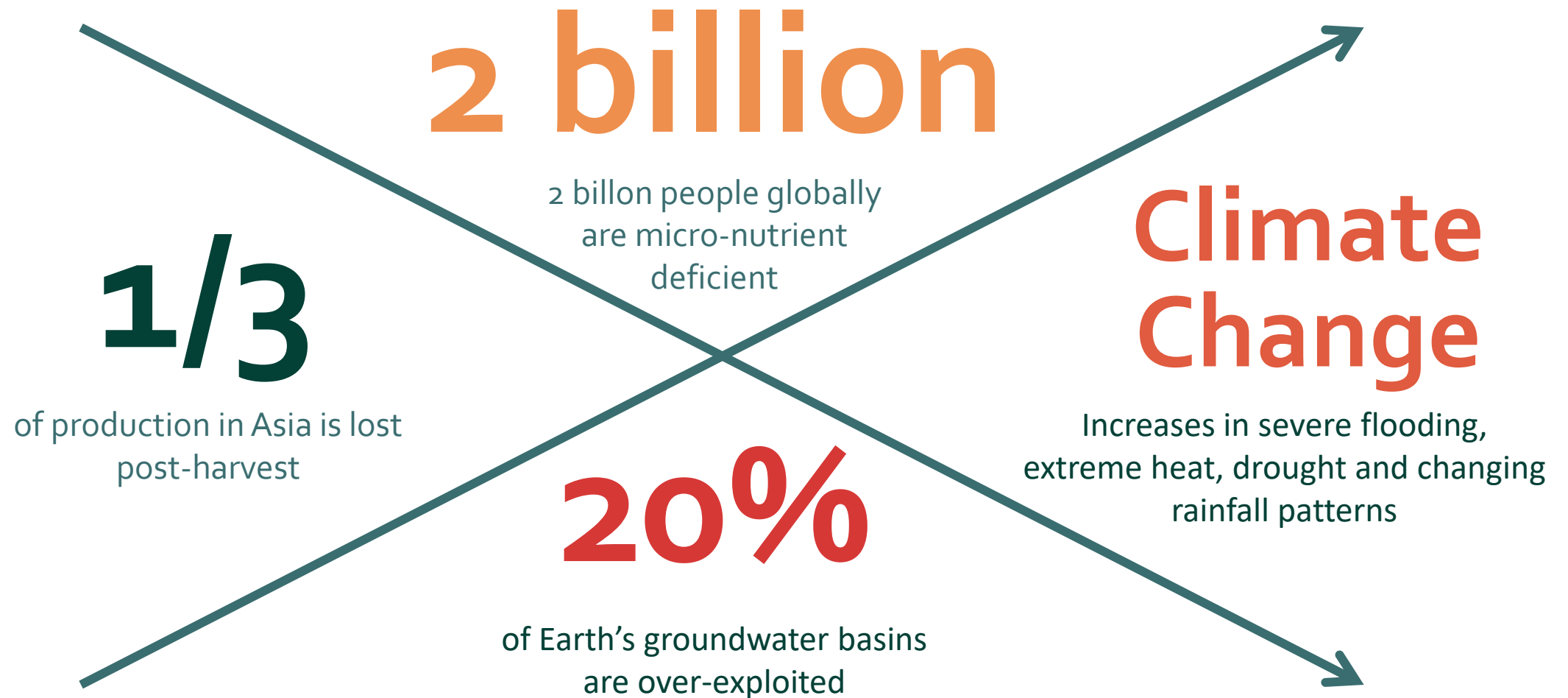
**90%**  
of companies consider a sustainability strategy important to remaining competitive

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



# The perils of apparel

**31 of 32**

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

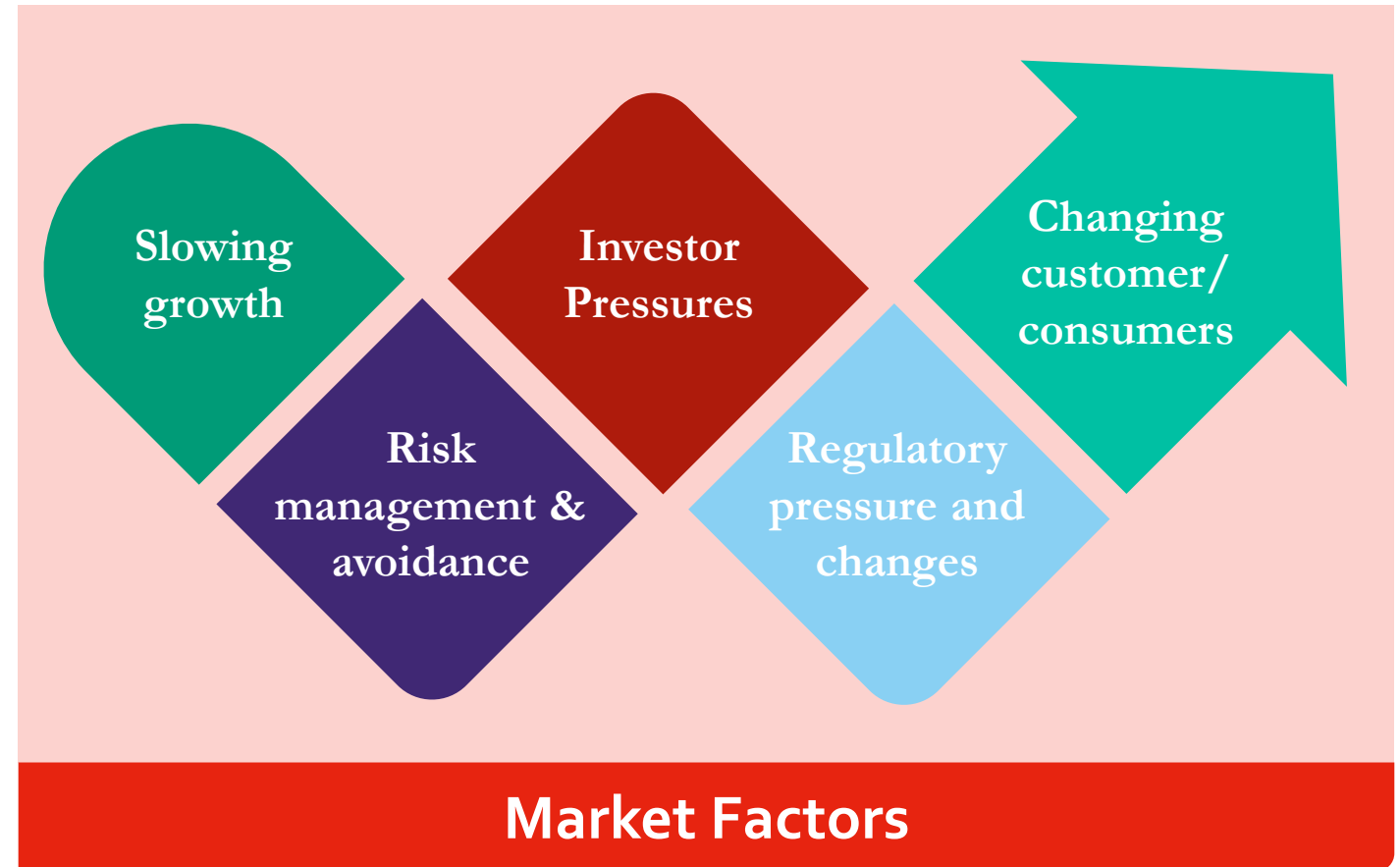
**1,715 mn**

tons of CO<sub>2</sub> emissions, second after the oil and gas industry

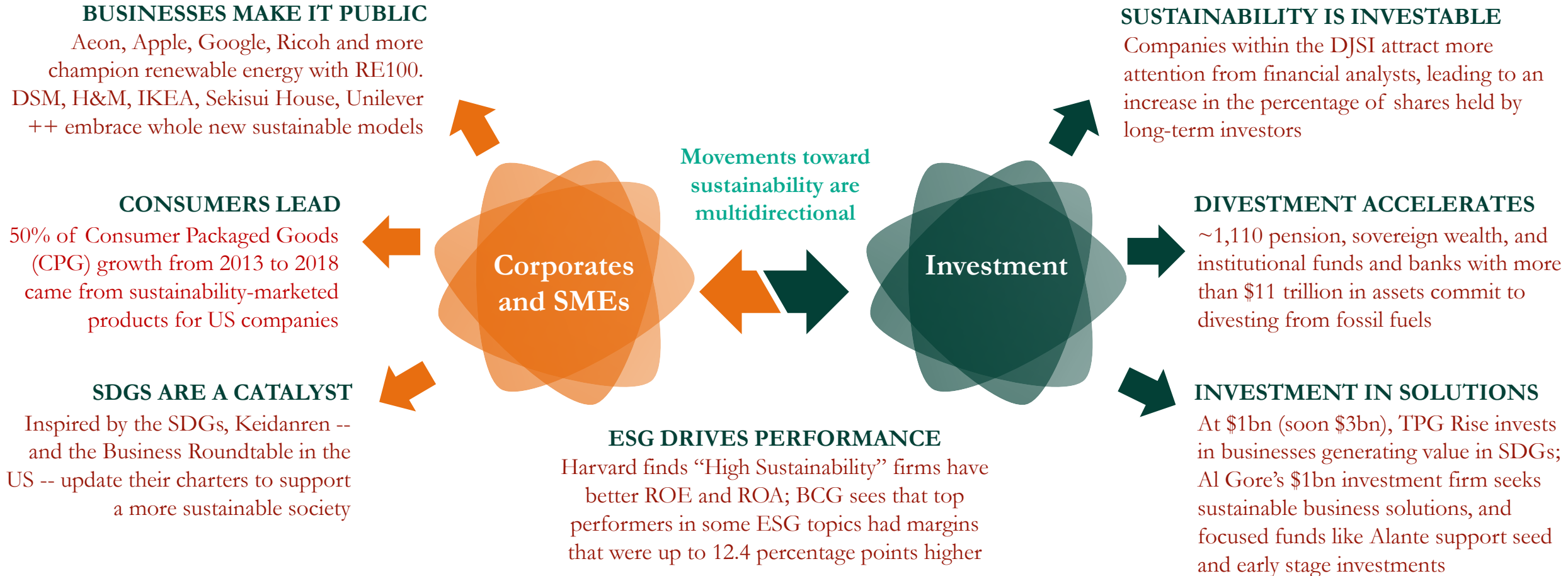
**40%**

Fashion companies have yet to set sustainability targets

# What's driving companies to change?



# What progress are we seeing?





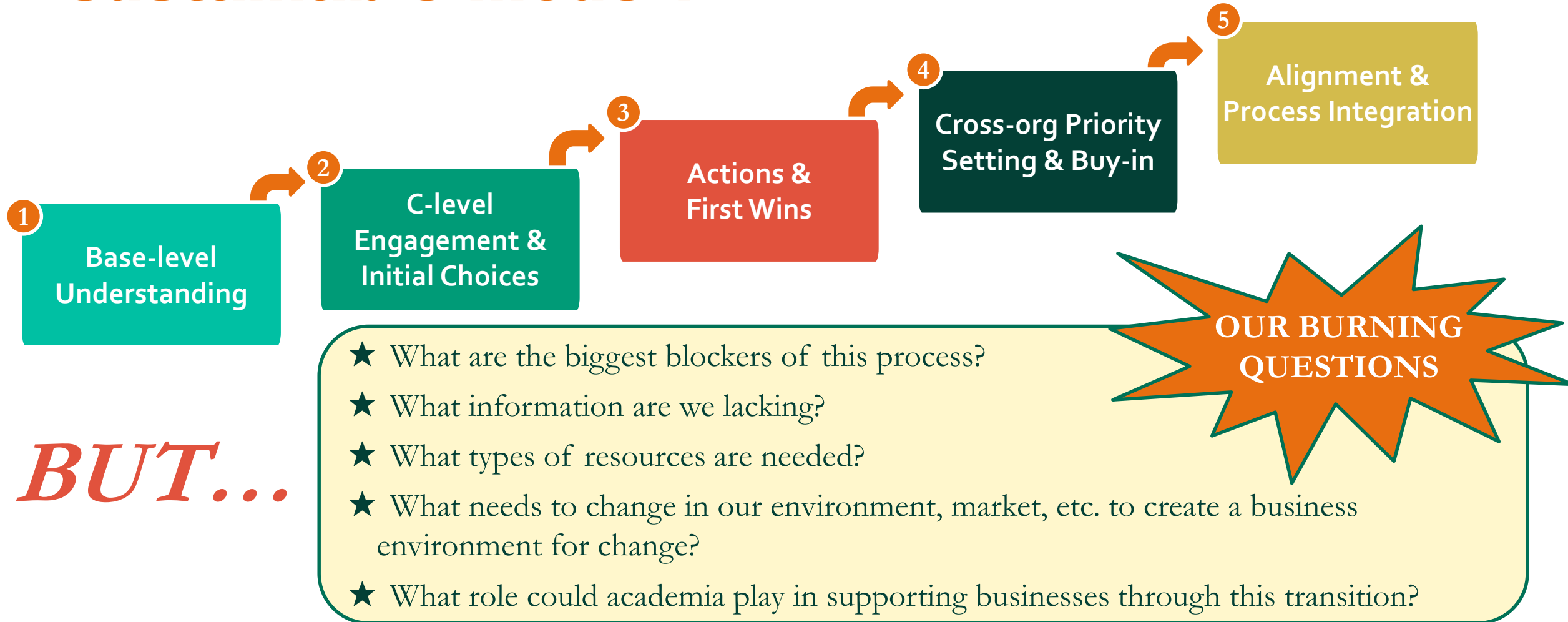
# What progress are we seeing?

## Hilton case study





# How can businesses move toward a sustainable model?



# 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

- ✓ Chatham 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?

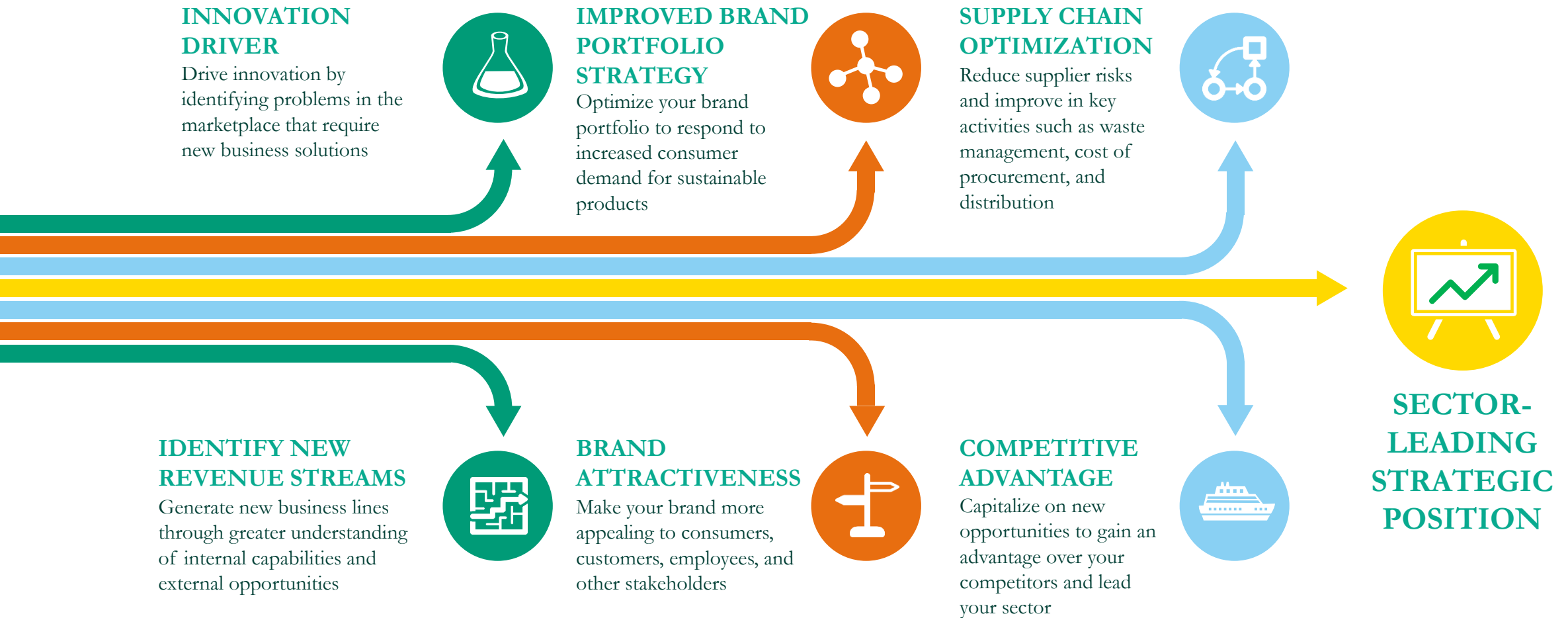


‘From Vision to Action: Sustainability in Business’

# DEBRIEF

# BUSINESS CASE FOR SUSTAINABILITY?

## Possible opportunities of sustainability



# Follow-up

- Session report available within the week at [Readtheair.jp/blog](https://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?