

**DIFFERENTIATE**  
connect with new  
customers or investors

**BUILD**  
credibility, reputation  
and market share

**DEMONSTRATE**  
accountability,  
standards and social  
license to operate

The GSA Campbell 24-page sustainability profile is an easy, credible, concise and powerful reporting tool designed to help companies grow reputation and market share.



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STRATEGY | IMPACT | PERFORMANCE

# The Business Case for Sustainability

**The business value of a sustainability approach is real, significant and measurable.**

Sustainability is more than just a mindset of eco-consciousness. It is a lens through which every aspect of the organisation can be viewed – it is the platform from which to target the best possible version of the business.

*There are a number of ways that the sustainability approach can help to develop internal value.*

**Compliance** ✓  
Compliance risks associated with regulations and standards are now important to manage.

**Efficiency and savings** ✓  
Competitiveness can be challenging without a measurement and performance framework

**Differentiation and value proposition** ✓  
It is increasingly important to differentiate, particularly around emerging and relevant values

**International alignment** ✓  
Aligning with global practices broadens appeal and increases credibility

*In addition, a concise but credible sustainability profile can be enormously valuable with important business stakeholders that are placing direct or indirect pressure on the business.*

**STAKEHOLDER PRESSURE**



Investors  
Shareholders  
Financiers

Investors want to see that companies are positioned for long-term value creation



Customers  
Beneficiaries  
Users

Customers are more discerning and have higher expectations

Large buyers are demanding recognised sustainability credentials in their supply chains



Employees  
Contractors  
Future employees

Employees and future employees are drawn to companies that share their value systems



Government  
Regulators  
Standards authorities

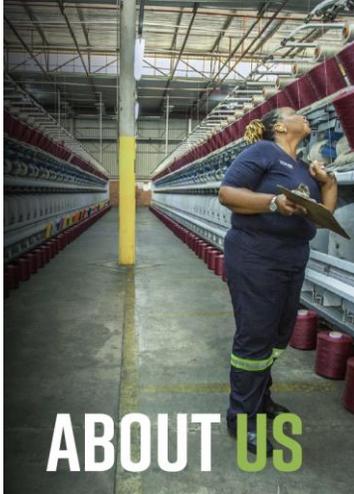
Compliance with government and industry regulations and standards around ESG issues is a license to operate

# Stakeholders are applying pressure

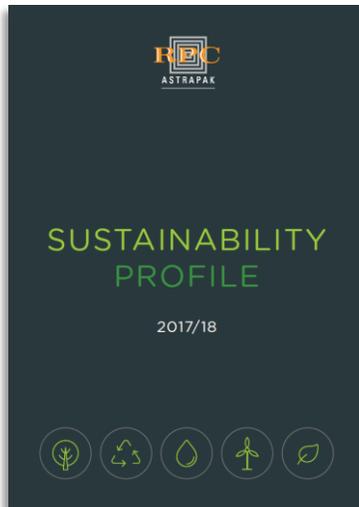
Key stakeholders know what they want and are increasingly responsible for driving change

### Stakeholders want to know if the business:

- Understands the impacts and value profile of its extended industry value chain
- Understands, acknowledges and describes its own role in that value chain
- Understands the socio-economic context of its operations
- Has a value system that that informs its strategic approach
- Demonstrates that ESG and material issues are reflected in the company's business model, strategy and management approach
- Has identified and is engaging with key stakeholders
- Has used best-practice methodologies to develop and describe its sustainability strategy



Selected example pages



Example Profile

# The Sustainability Profile as a tool for stakeholder engagement

*The GSA Campbell Sustainability Profile is a powerful stakeholder engagement tool:*

- Develop and describe your sustainability strategy, **easily, credibly** and in a format that **delivers results**.
- Use a **practical and concise** approach to ensure that **readers retain and use the most important information**
- Develop profile content to reflect **your most important** stakeholder engagement **objectives**
- Use best-practice methodologies to create content, and **align with** global and local reporting **standards**, such as GRI and SDGs.
- Publish the Sustainability Profile in print and online, and use it as a **platform for your** marketing and communications **activities**

# The value of the 24-page Profile approach

- 1 Stress test your strategy – close gaps and align
- 2 Establish a rock-solid platform for engagement

## STRATEGY & MANAGEMENT

Use sustainability theory as a lens to extract and narrate certain key strategic information.

Use the theory to examine strategic and management gaps that should be closed.



GSA Campbell uses an approach that extracts the great stories that are waiting to be told, without placing any pressure on the organisation.

We use technology to make things easier and faster, and we help the organisation to close any gaps that we find along the way

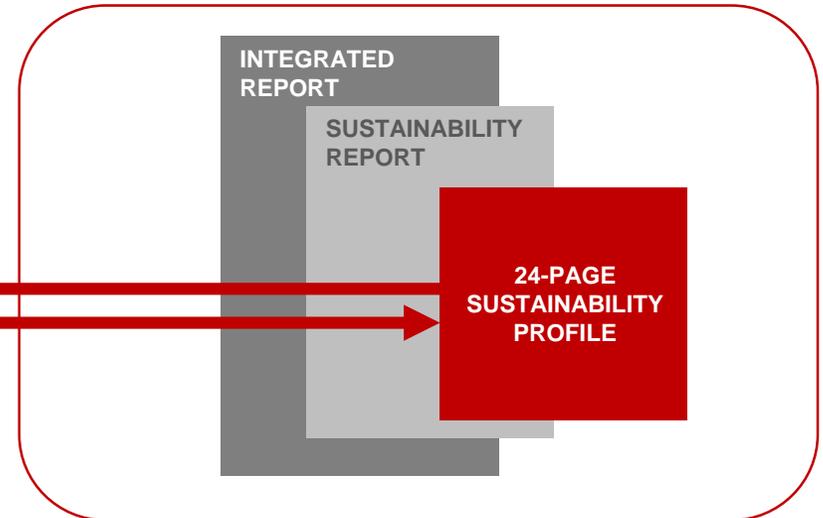
## SUSTAINABILITY AND STAKEHOLDER THEORY

Credible, global best-practice theory and methodologies

Our approach is aligned with global best-practice sustainability and reporting standards, which means that the Profile outputs are credible, effective and packaged for every major stakeholder group.

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## REPORTING AND COMMUNICATIONS



The 24-page profile is aligned with global best practice standards but much more concise than a traditional sustainability report. This means that it is:

- Less technical
- More versatile
- More readable
- More affordable
- Highly credible
- Easier to produce
- Highly impactful
- Faster to produce

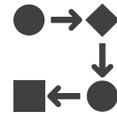
# The Profile format is carefully constructed



Introduction and overview



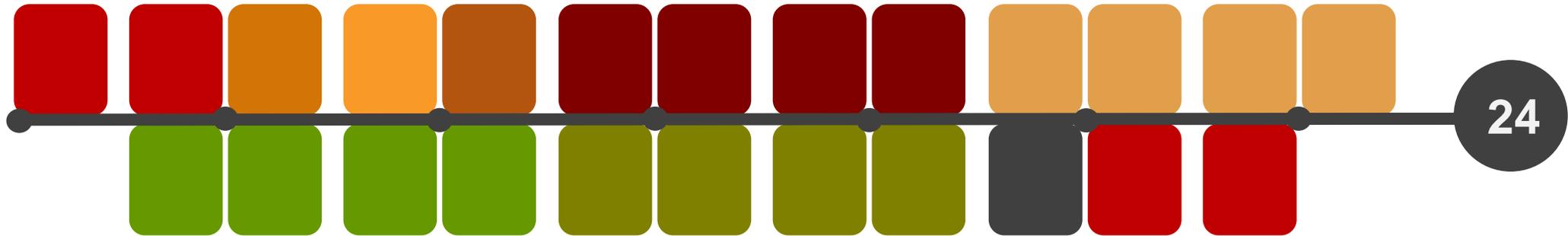
Strategy, governance, sustainability context



Business model, stakeholders, materiality



Markets, products, services and solutions



Projects, case studies, awards



People and planet: Skills, diversity, community, ecology, energy, water, waste, carbon



References to sustainability and reporting standards



Our online workshop helps you to develop the information that we need





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## Standards and benchmarks

Aligning the SP24 Sustainability Profile with specific standards and benchmarks is optional and depends on a number of factors, including the relevance of each standard for the organisation's objectives.

Our default recommendation is to incorporate key elements of the following:

- GRI Standards
- Sustainable Development Goals
- GHG Protocol
- <IR> Framework

Various other standards and benchmarks can be requested:

- IPCC
- WBCSD
- SASB
- PRB and PRI
- And more...

# Putting your Sustainability Profile to work

1. Print copies for the most important donors, funders and financiers.
2. Make it the “go-to handbook” for your communications, marketing and PR teams.
3. Create a PowerPoint version for presentation at key events.
4. Run the PowerPoint version on screens at events and in reception areas.
5. Give your outbound teams some strong new sales angles.
6. Use it to build your exhibition stand posters and theme walls.
7. Create a Profile download link in your corporate email signature.
8. Pick 5 key themes from the Profile for your social media strategy.
9. List the Profile on global reporting and NGO directory websites.
10. Use the content to update your employee induction and training materials.
11. And more...



**Demonstrate resilience, competitiveness and long-term value creation for the most attractive investors and providers of capital.**



**Connect with customers, earn trust and grow reputation.**

**Establish a preferential supplier status with large customers that require sustainability credentials.**

**Impress and retain the best workforce.**



**Drive employee advocacy and attract new talent.**



**Move beyond compliance to a position of industry leadership. Participate in, and benefit from industry initiatives and forums. Set new standards for others to follow.**

# Approach and timing

We conduct desktop research and a few interviews to establish a sustainability context, and to pre-populate workshop materials

Lets get the technical stuff right. Facilitator hosts workshop – either via our screen share video call platform or in person, and either individually or with group.

We now know what information we need and what we must create.  
  
We liaise with key people in the organisation.

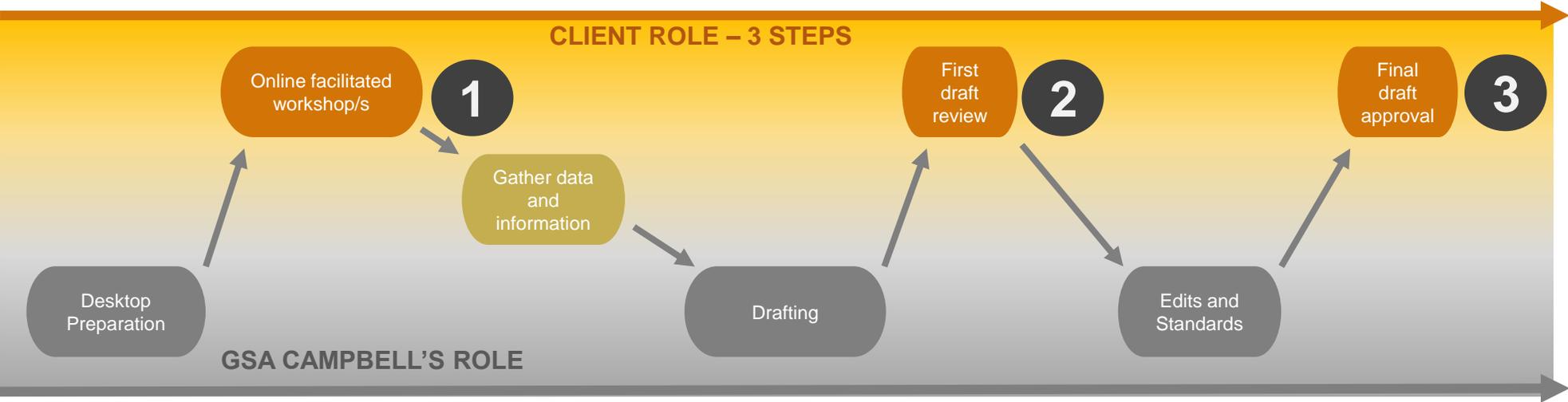
We draft and conceptualise the content for the Profile, ensuring that the emphasis of issues is guided by technical compliance and client objectives

Client reviews our first draft and provides information that could close any gaps

We perform final edits and ensure that any standards or sustainability benchmarks (such as GRI, SDGs or GHG Protocol) are incorporated and referenced

Handover of final design-ready draft, complete with design template instructions, for use with client corporate identity

Client designs, and publishes, and engages customers, investors, sponsors and other key stakeholders



**4 to 6 Weeks**

# Why GSA Campbell

We have worked with some of the most respected local and global brands, helping them to establish credibility, target impact and compete advantageously.

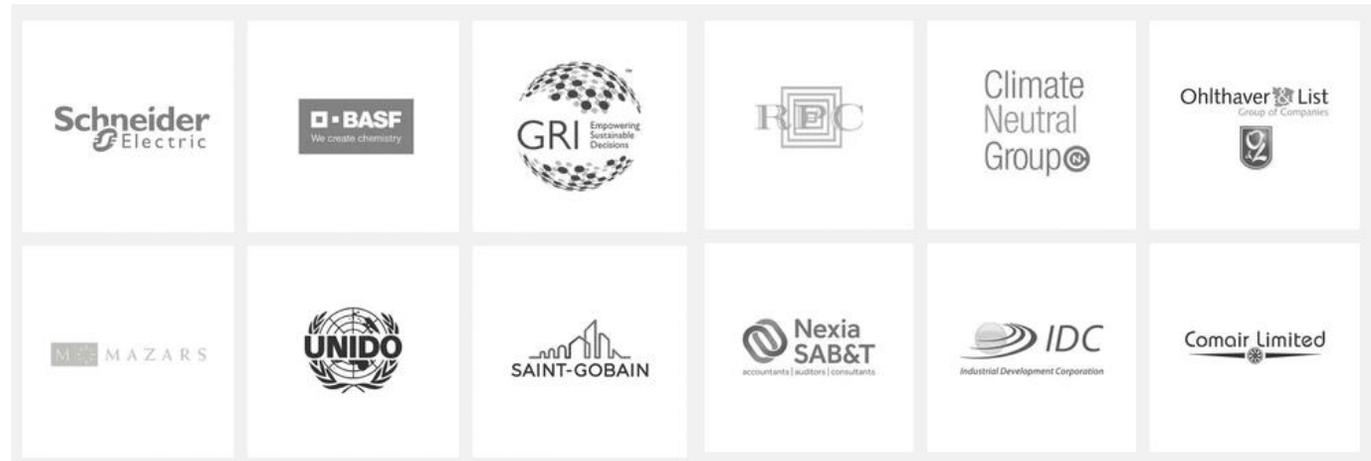
Our skills and experience are based in strategic and corporate sustainability, and part of our mission is to deliver the most practical and effective solutions for our clients.

- Highly respected and involved team.
- Deep knowledge and experience of corporate and applied sustainability theory.
- Leaders in the development of packaged solutions.
- Specific industry and sector knowledge and experience, particularly with industrial, and operating companies, and NGOs.
- Simply great to work with!



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*Selected examples of GSA Campbell clients*

# CONTACT

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Contact us for further information and additional resources, such as:

- Detailed breakdown of content and standards alignment for SP24
- Survey link to our free questionnaire, which provides you with a pro-forma quotation for our SP24 service.

[info@gsacampbell.com](mailto:info@gsacampbell.com)