

Building commitment to sustainability

A sustainable organization takes long-term responsibility for our planet, people and performance, with great return. But how can organizations move from awareness to meaningful, daily sustainability actions?

Corporate Social Responsibility (CSR) or sustainability is a broad concept, but regardless of approach, CSR is of strategic importance for all organizations. "Good companies" that take sustainability seriously are better at organizational and employee development, more successful in living their values and, as a consequence, strengthen their brand.

The power of the consumer

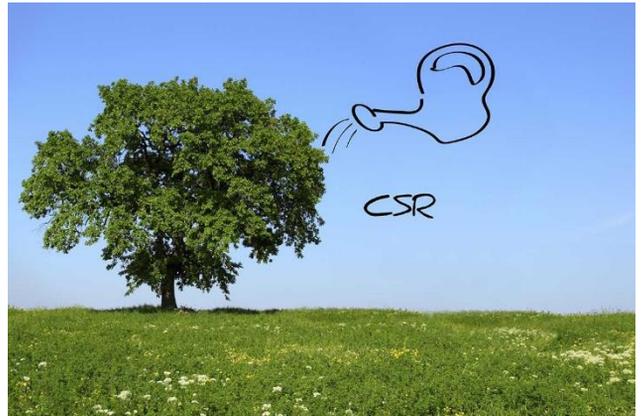
In our value driven world, internal as well as external stakeholders want to know if your organization is committed to making sustainable decisions.

It is becoming increasingly important for consumers of all kinds, as well as for employees, to choose products, services and companies which are in line with their own values and ethics. This means that a business needs to communicate its sustainability intent in concrete actions in order to gain credibility – and to prove its "right to exist" in the eyes of consumers and employees.

Sustainability as part of daily actions

To succeed in integrating sustainability as a natural part of corporate strategy, it is crucial that everyone in the organization feels responsible and takes ownership of their daily actions. Therefore, you need to clarify what sustainability is all about, why it is important and how to put it into practice.

Interactive team-based learning solutions are an effective way to get people on board. It is an eye opener and a source of inspiration for co-workers to explore sustainability together, in the context of their daily work. Guided through a learning process, they can discover the impact of CSR initiatives on business results, and how they as teams and individuals can make a difference.



Supporting tools

To support a dialog over time, engaging people in the business and in making change happen, Celemi develops hands-on tools. Team-based explorative exercises, simulations and serious games guide people through a journey of learning and change – at events, seminars, weekly meetings or on-the-job. Media and formats may include WorkMat™ series, business simulations, cases, films, interactive Power Point presentations and e-Learning.

The journey is based on a storyline, including step-by-step learning activities – as well as links to internal communication pieces such as news on the intranet, letters from the CEO, e-mails and presentations with business updates.

The Power of Learning

Our philosophy, The Power of Learning, is at the heart of all Celemi learning solutions. Common characteristics of a Celemi solution include:

- Interactive and participant driven
- Fun and engaging
- Managers often act as facilitators; the process becomes an integral part of leadership.
- People work in teams of 3-4 people, and multiple teams can participate simultaneously.
- With a cascading implementation, you can reach large numbers of people in a short period of time.

About Celemi

Since 1985, Celemi helps companies manage the human side of change – moving people and organizations to higher levels of performance. With offices in Sweden, the US, China and Singapore, as well as partners in more than 70 countries worldwide, Celemi serves clients such as Airbus, Baxter, BASF, IKEA, Schneider Electric, Siemens and Skanska across the globe.

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