



Sustainability_

A corporate responsibility - Not just becoming 'Green'

By Nicola West and Sharon Legendre



EFP

European Federation
of Periodontology

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PART 1: The Sustainable Concepts

1. SUSTAINABILITY : definition

sustainability is usually defined as the processes and actions through which humankind avoids the depletion of natural resources, in order to keep an **ecological balance** that **doesn't allow the quality of life of modern societies to decrease**

Many environmentalists and ecologists argue that sustainability is achieved through **the balance of species and the resources within their environment**

Finding the balance

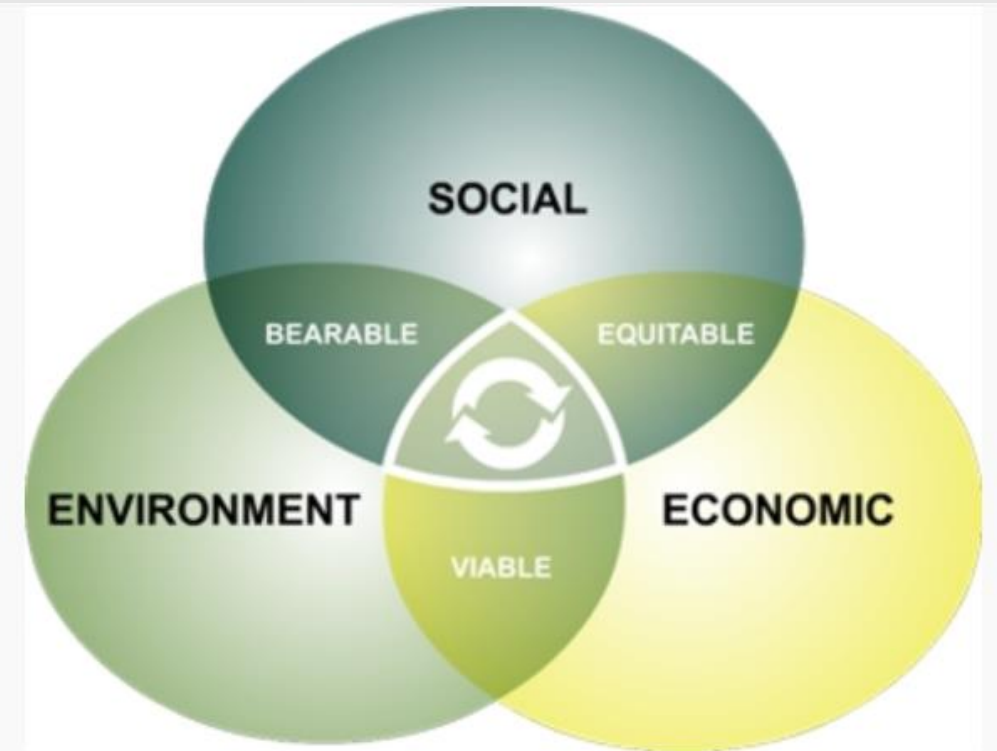
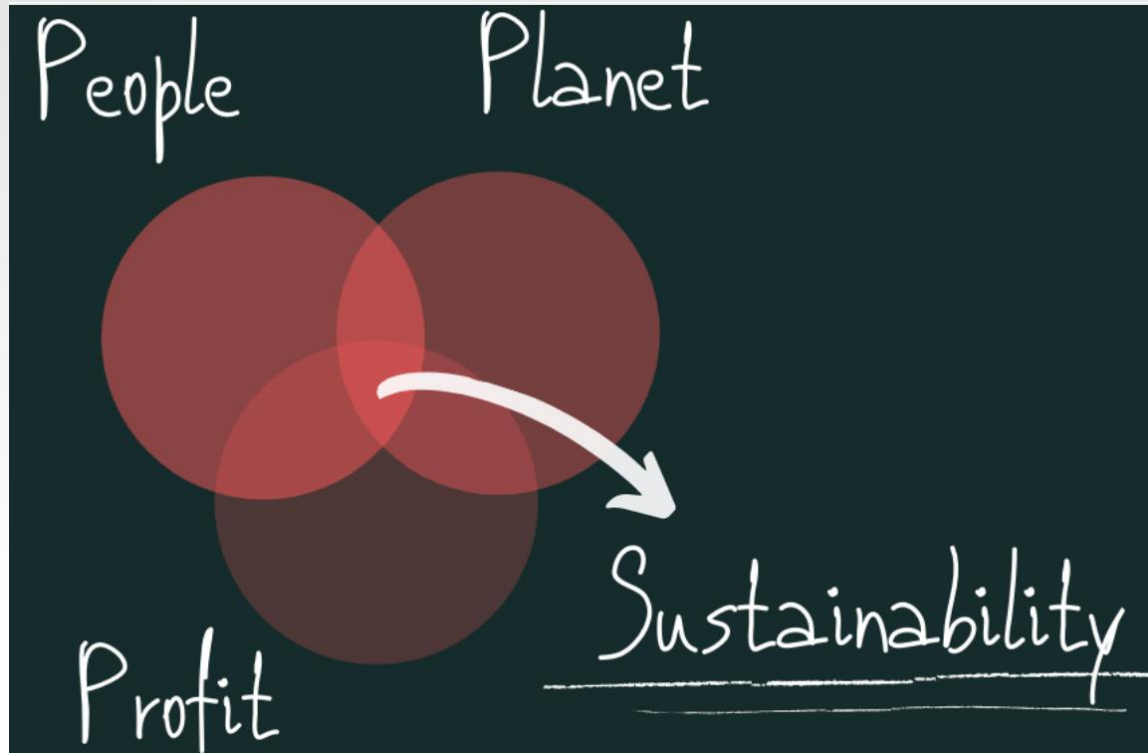


Image: Kauai Planning and Action Alliance

THE 3 MAIN CONCEPTS IN SUSTAINABILITY

- A. Circular Economy
- B. Sustainable Development Goals (SDGs)
- C. Sustainable Corporate Governance (SCGS)

A. Circular Economy

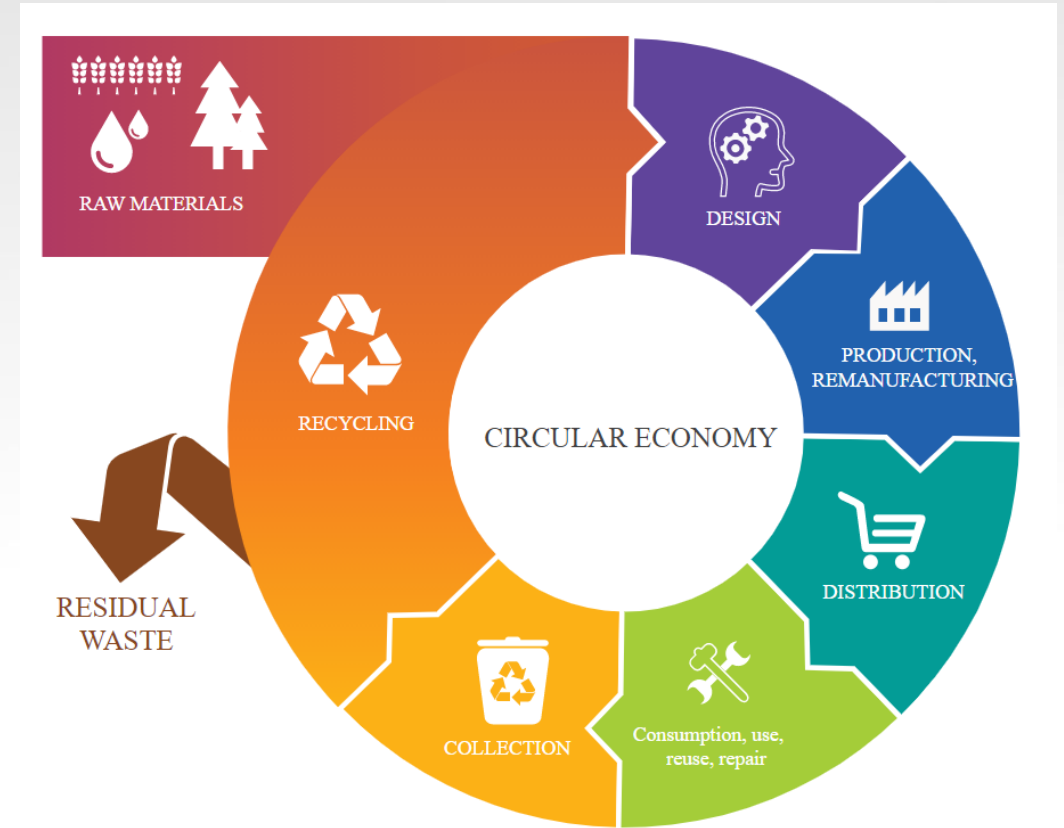
We are shifting from a Linear economy (take, produce, use and throw) to a Circular economy (**Reuse/Recycle, design for long term, avoid waste**)

Three goals:

- Design out waste and pollution
- Keep products and materials in use
- Regenerate natural systems

See video 'Rethinking Future' from the Ellen McArthur foundation:
Explains circular Economy

<https://youtu.be/zCRKvDyyHml>



B. Sustainable Development Goals (SDGs)

Set in 2015 by the United Nations





More companies are reporting their sustainability activities and demonstrating their commitment to the SDGs, [says the UN SDG Progress Report 2020](#). "Since 2017, the overall quality of sustainability reports has improved around the world. The share of reporting in the environmental, social, and institutional and governance dimensions that is aligned with the minimum requirements outlined in SDG indicator 12.6.1 (the number of companies publishing sustainability reports) has almost doubled."

 Principles of Governance	 Planet	 People	 Prosperity
<p>The definition of governance is evolving as organizations are increasingly expected to define and embed their purpose at the centre of their business. But the principles of agency, accountability and stewardship continue to be vital for truly "good governance".</p>	<p>An ambition to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.</p>	<p>An ambition to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.</p>	<p>An ambition to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.</p>

Source: World Economic Forum and Big Four Analysis. Definitions for Planet, People and Prosperity taken from the UN's 2030 Agenda for Sustainable Development of Governance⁸

These four pillars can guide companies' ESG reporting metrics. Image: World Economic Forum



It's time to step up, not step back.

Today, CEOs of some of the world's biggest companies, policymakers, philanthropists, academics, and other influential individuals have reaffirmed their commitment to building a circular economy. Together we can build an economy that is distributed, diverse, and inclusive.

- Dame Ellen MacArthur - Founder, Ellen MacArthur Foundation



CAPITALISM. TIME FOR A RESET.

Business must make a profit but
should serve a purpose too.

Visit [FT.com/NewAgenda](https://www.ft.com/newagenda)



FINANCIAL
TIMES

THE NEW AGENDA

Shareholder Value Is No Longer Everything, Top C.E.O.s Say

Chief executives from the Business Roundtable, including the leaders of Apple and JPMorgan Chase, argued that companies must also invest in employees and deliver value to customers.

*The
New York
Times*



HOW CAN WE REACH A SUSTAINABLE WORLD?

Through Corporate efforts

Politics and regulators are moved by corporate efforts, so the **sustainable transformation** will be **achieved through businesses, companies, institutions and organizations**

Principle of Isomorphism: if organisations start doing it others will follow.

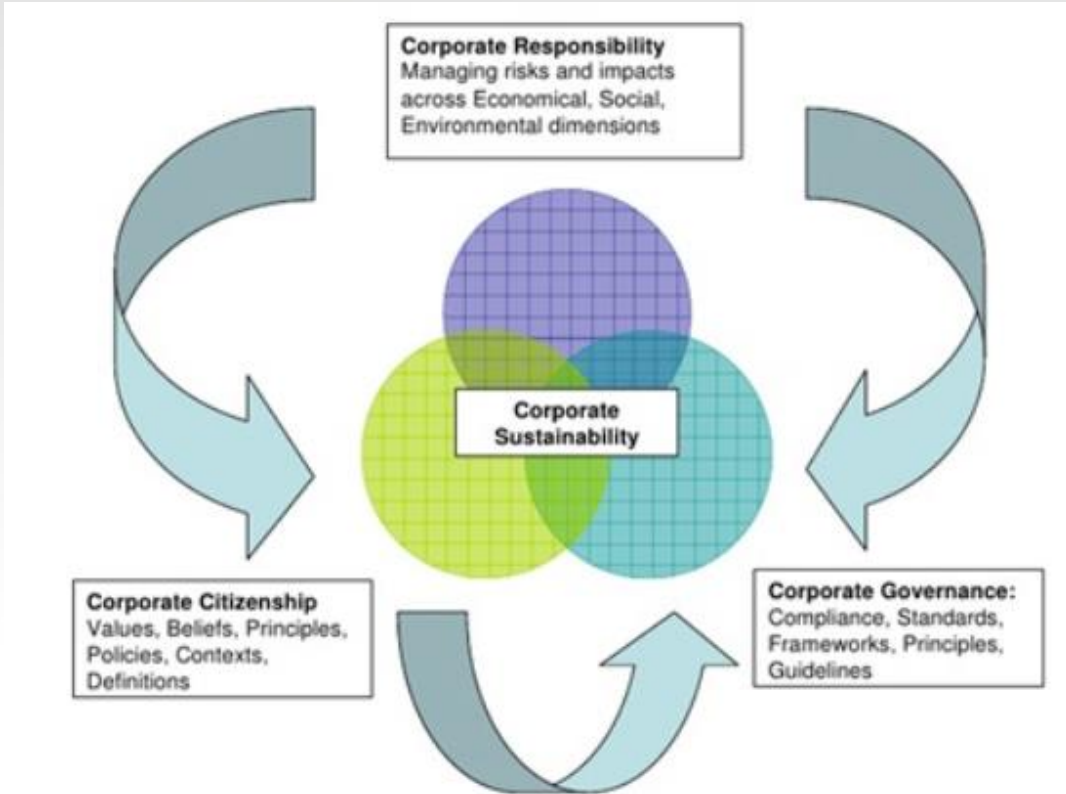
Proof of this: your implication as NS in wanting to know more about sustainability!

C. Sustainable Corporate Governance (SCG)

or Corporate Social Responsibility (CSR)



3. The EFP exercise



The EFP:

Purpose driven Enterprise Business: Improve Oral Health in the Population

<u>Corporate</u>	<u>Governance</u>	<u>Sustainability/Responsibilities</u>
Science based	Europe	Long term
Prevention	Bylaws	Welfare/wellbeing
Professional	Ethics Code of Conduct	Oral Health/ general health
Patients	Manifesto	Periodontal education
	GDPR/Strategic Plan/Audit	Transparent in all we do
	Sustainability manifesto	Patients health
	Sustainability action/goals	Member NS satisfaction
	Policies and Procedures	
	Sustainable investments	

PART 2:

How to get started as a National Society

1. Get a sense of what 'Sustainability' means as an individual and as a corporation for the future.

Remember Sustainability is **not just** being Green, it is SO much more including:

- being ethical,
- transparent,
- efficient, efective
- resilient
- capable of investing in the future
- being able to influence
- disruptive in innovation

and much much more.....



2. Change your mindset



Convince your Executive Board and Management

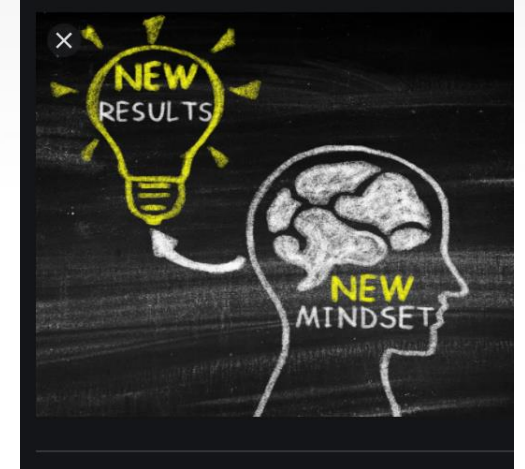
Encourage your leaders to adopt sustainable measures and Sustainable Corporate Governance

Help them to **change their mindset** with examples and news

This is a right time; the pandemic has helped to change the minds of many sceptics.

Sustainability is unstoppable and companies/organizations that do not change will have problems in the future

Don't stay behind



3. Name a Committee or a leader in Sustainability within your organization

Find someone who is **passionate** about the topic. Someone who is respected and listened by the Executive Board.

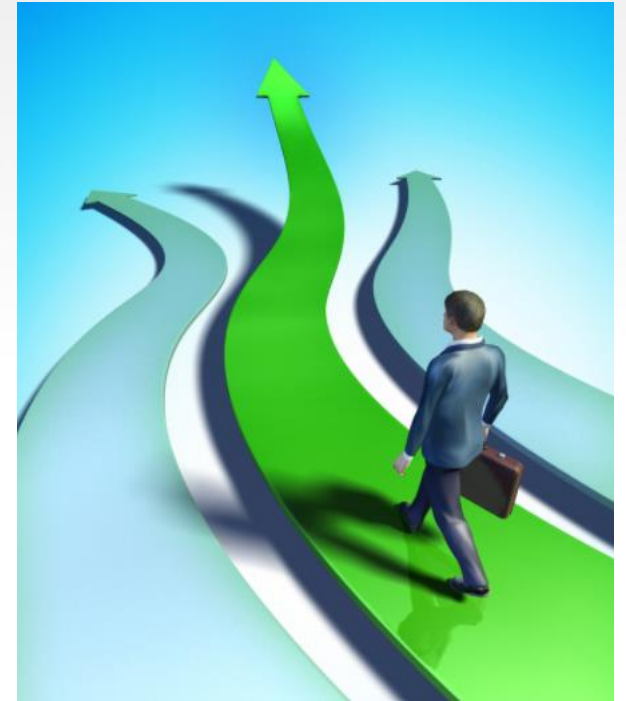
Name **sustainable ambassadors** within your younger members.

Ask them to disseminate sustainable messages related to your Core Business through Social Media.

Talk to your industry partners and see what they are doing.

Be curious, **stay informed** about the changes around you.

Subscribe to newsletters and websites that talk about the subject



4. Use the SDGs (Sustainable Development Goals) as a starting point

Use the SDGs to reflect on what your NS is doing well or not

There are 17 goals not all are feasible to all.



5. Use the Sustainable Corporate Governance exercise to create your own

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Do your own

It will probably resemble the EFP's

Are you missing in some points?

Can you add additional points?

Fill in the gaps within your society

Reassess every year or at every change of Board

Remind and reiterate

6. Write a Sustainability Declaration and sign the EFP's one



EFP Sustainability Manifesto

Sustainability is more than an environmental issue – it is a broader challenge that affects everything and everyone on the planet.

Sustainability means rethinking the way we act, the way professional organisations work, the way non-profit organisations work, and ultimately how the EFP expands its global strategy in an ethical manner.

We are facing a watershed moment in the history of human evolution and occupancy of the planet, and while this is undoubtedly a time of instability it is also a time of great opportunity.

We believe passionately that sustainability is a critical component of our portfolio and mission, and the future of long-term prosperity.

Make sustainability our priority: small changes can have a big positive impact.

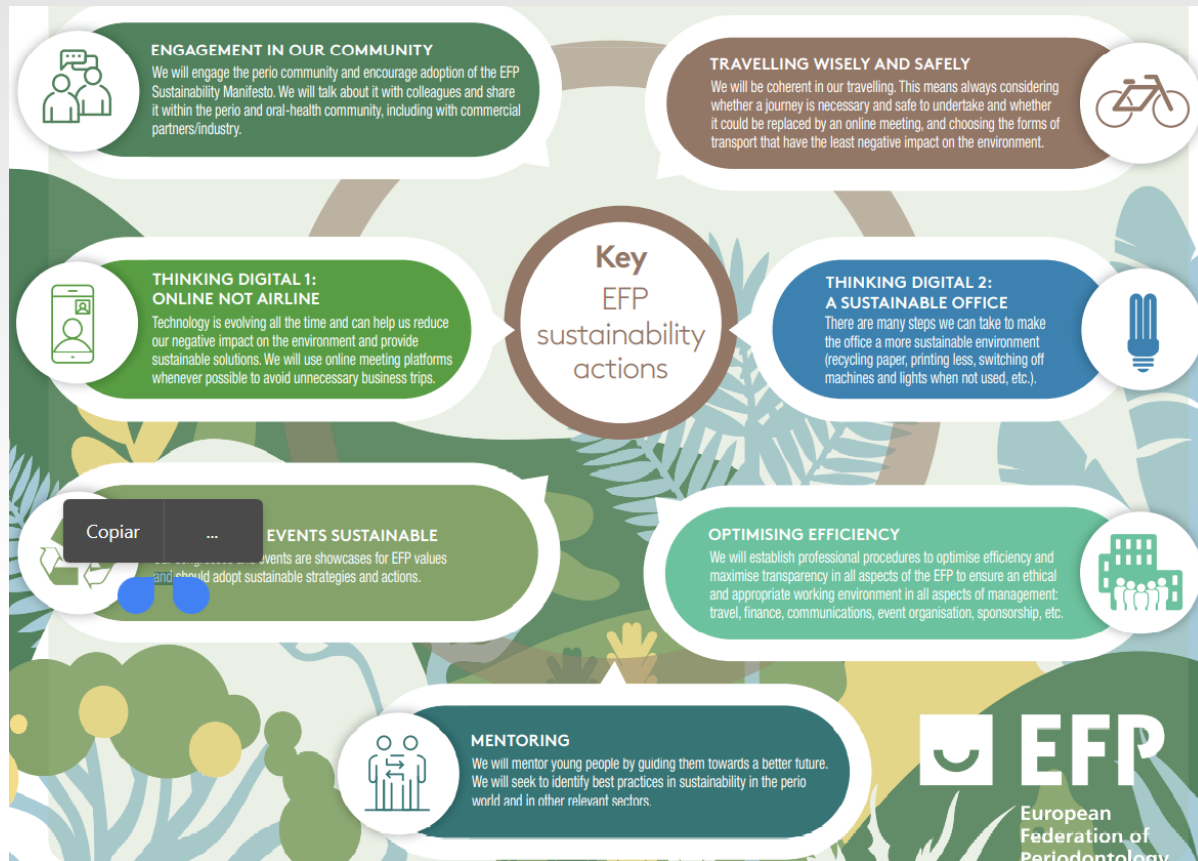
Do your own.

Promote and **share it**. Make noise in the Perio community

Officially **sign** the EFP declaration by adhering to it (send your NS logo and a quick email to slegendre@efp.org)

We will add your logo to the statement and publish it in our website

7. Set Sustainable and feasible action points.



A declaration without action points is senseless

Set your own **goals** and **priorities**.

Promote and **share** it. Make noise in the Perio community

Officially **sign** the EFP declaration by adhering to it (send your NS logo and a quick email to slegendre@efp.org)

We will add your logo to the statement and publish it in our website

8. Share your progression with colleagues, friends, partners/sponsors and other National societies

The Perio world is a **great Network** of people, professionals, industries and organizations.

Share your steps with all of them.

Be creative.

Disseminate your advances with others

Make noise in your community, in your countries

Use Social media



9. Regularly reassess and measure your impact.

Measure your **sustainable investments**,

Measure your waste,

Sign the EFP sustainability manifesto and check what other NS are doing

Measure the **impact of your own sustainability manifesto** (how many members have signed)

Make your **congresses** as sustainable as possible

Use Social media to measure your impact by **doing surveys**

Inform and ask your **members** to become more sustainable

Study the possibility of getting a B-Corporation sustainability certification. The EFP will be starting this process in 2021.

10. Certification or Ecolabels

Many Ecolabels and certifications exist.
Check them out.
Use their assessments to improve

Example: B-Corporation

They have an assessment survey that is free to use and downloadable.
It can help your society to improve



For thought

57% of companies growth and innovation occurs in downturns (the pandemic is a good opportunity to reset)

Change your mindset, work emotionally

Transform holistically: overcome resistance

Do no harm, do good

Decide on what you care about

Assume the risk, transfer the risk, mitigate the risk

Sustainability only works with Optimism

Change is rapid (we have done more in 10 years than in the past 250 years)

WORTH CHECKING OUT

Books:

[Rebecca Henderson](#), Reimagining Capitalism in a world on fire

[Rebecca Henderson](#), [Reimagining Capitalism: How Business Can Save the World](#)

[Rebecca Henderson](#), [Serving with Significance: A Guide for Leadership Level Community Influencers](#)

[Peter Fisk](#), Business recoded, Wiley

[Marc J. Epstein](#) and [Adriana Rejc Buhovac](#), [Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts](#)



Websites:

<https://www.thegeniusworks.com/>

(this website gives you examples of companies that have moved into sustainable businesses)

<https://www.ellenmacarthurfoundation.org/>

(explains the circular economy in videos and gives examples)

<https://sdgs.un.org/goals>

(United Nations SDG goals, official webpage)

<https://www.weforum.org/great-reset/>

(world Economic Forum, The Great Reset)

On Youtube:

[Rebecca Henderson | How Businesses Can Take the Lead in Solving World Problems](#)

[Leadership from the "Future Back" by Peter Fisk](#)