

# Sustainable / Green Development

## businesses

### PROGRESS - Greenet, Maribor

MSc. Vanesa Čanji, Fitmediacompany / Zelena Slovenija

#### **Sustainable Development** as a growing imperative

- Companies are part of a wider environment
- Growing awareness of global interdependence
- Growing awareness of the importance of risk management
- There is a growing pressure that each person takes over his social responsibility and act in a sustainable manner
- Sustainability is becoming integrated into existing standards.

#### Why sustainable development?

#### Aspects of the implementation of sustainable development in a company

#### Standards

- SIST EN ISO 14001: 2005  
Environmental management systems (renewed standard in 2015)
- SIST EN ISO 50001: 2011, Energy management systems
- SIST EN ISO 26000: 2010 Guidelines for social responsibility
- AccountAbility 1000 (AA1000)
- Social Accountability 8000 (SA8000)
- ...

#### Reporting on Sustainable Development - Indicators

- Sustainability Reporting Guidelines of the Global Reporting Initiative (GRI-G4)
- OECD Guidelines.

#### Renewed ISO 14001 and Sustainable Development

Changes in the new ISO 14001:

- Strategic environmental management
- Leadership (including highest management)

- Environmental protection
- Improving environmental management
- 'Lifecycle thinking "
- Communication on Sustainable Development

### Sustainable Development and the renewed ISO 14001

The aim of the revision of ISO 14001 – to include new approaches to environmental management system and meet the expectations of stakeholders.

Key challenges:

- Sustainable development and social responsibility
- Improvements of environmental successfulness
- Assessing compliance with the law
- Management of the company
- Environmental impacts in the value chain
- Including stakeholders
- External communication (information about the product / service).

### Sustainable concepts

- The concept of lifecycle LCA
- The concept of environmental efficiency
- Risk assessment
- Environmental aspects in planning - Ecodesign
- The concept of pollution prevention
- cycle economy
- The environmental impacts of the organization on ecosystems and communities
- Adapting to climate change (challenges, opportunities).

### Circular / green economy

The transition is based on the following four pillars:

- Product design
- Defining a range of materials, on which the regenerative economy will be based (biomaterials, technical materials, the use of carbon dioxide for useful purposes- change its role from pollutant to raw material)

- New business models, which triggered materials cycles in the loop
- Global feedback networks for feedback loop
- Necessary conditions for the development and acceleration of circular economy - political - economic context.

## Sustainability reporting

### External reasons

- the anticipation or requirements of different public
- reporting as a form of responsible communication
- sustainable impacts on other organizations and the community ...

### Internal reasons

- **identification of priority indicators**
- measurement
- valuation
- construction of an interdisciplinary cooperativeness
- sustained communication ...

## Specific Challenges

- Sustainable development and the green economy are gradually becoming the highest on the priority scale of management in companies
- The transition from theory and general definitions to concrete sustainable management (sustainable management, measurement, reporting)
- Establishing a green market demand; credible and development-oriented system of green public contracting (qualified domestic contractors)
- Building green cooperativeness and learning network.

Key represent a green management orientation and building of sustainable cooperativeness.