

Challenges of CSR and Agenda 2030

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Transformation

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CIFAL Flanders
Action Learning
Platform
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Antwerp Management School



Boogkeers 5

7 Challenges for CSR and Agenda 2030

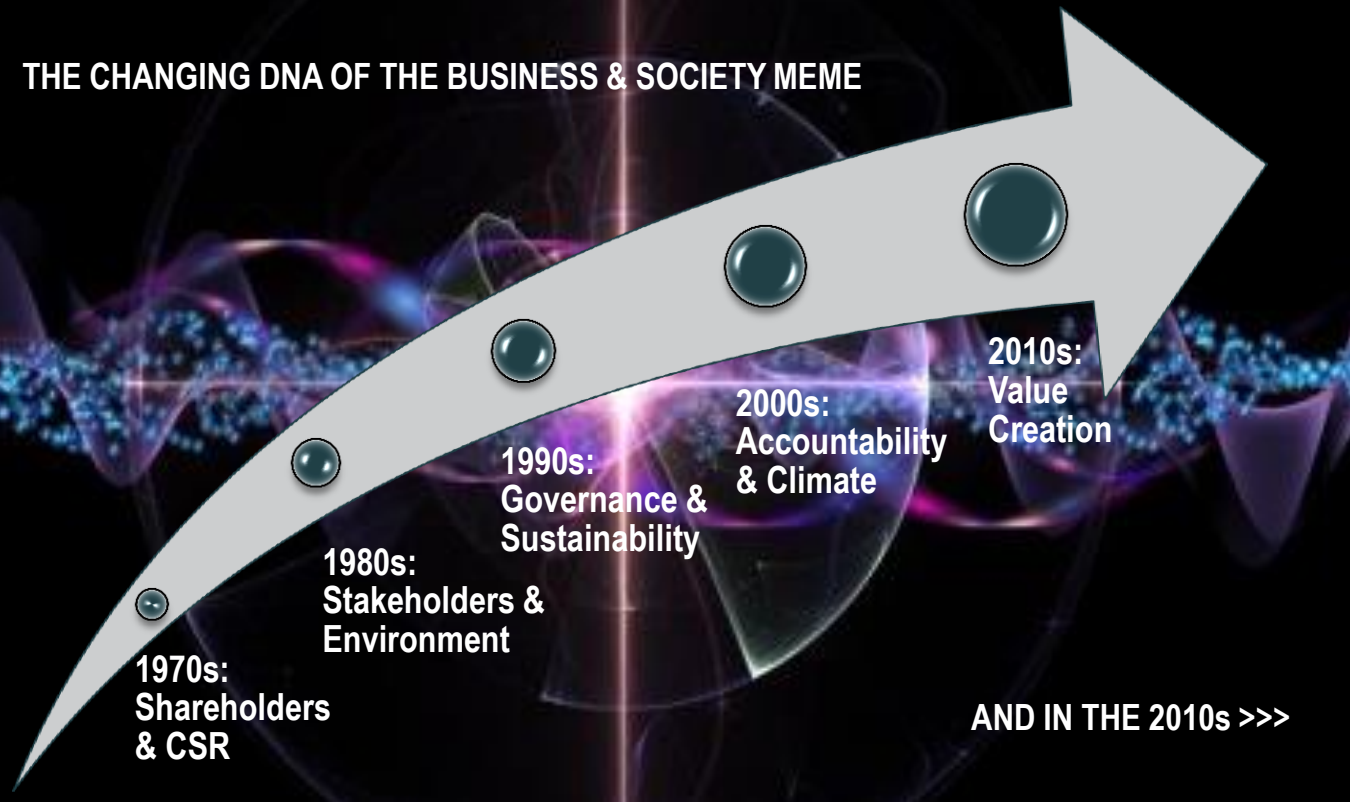
HOW TO:

1. Review History
2. Rethink Success
3. Redefine Value
4. Realign Purpose
5. Redesign Products
6. Reassess Performance
7. Revive Values

CHALLENGE 1: REVIEW HISTORY

How to Learn from the Evolution of Business & Society

THE CHANGING DNA OF THE BUSINESS & SOCIETY MEME



CHALLENGE 1: REVIEW HISTORY

How to Respond to Diverse But Diffuse Standards



TRANSFORMING OUR
WORLD:
THE 2030 AGENDA FOR
SUSTAINABLE
DEVELOPMENT

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



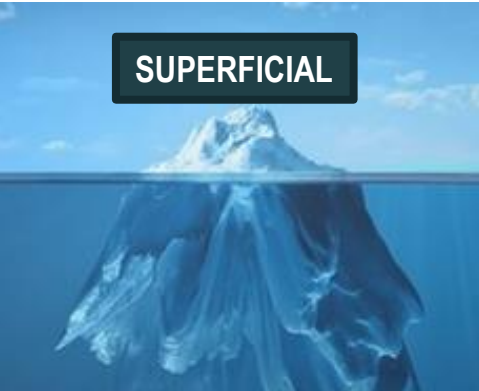
17 PARTNERSHIPS
FOR THE GOALS



CHALLENGE 2: RETHINK SUCCESS

Understanding Why CSR & Sustainability Are Failing

SUPERFICIAL



LINEAR



ATOMISED



PERIPHERAL



INCREMENTAL



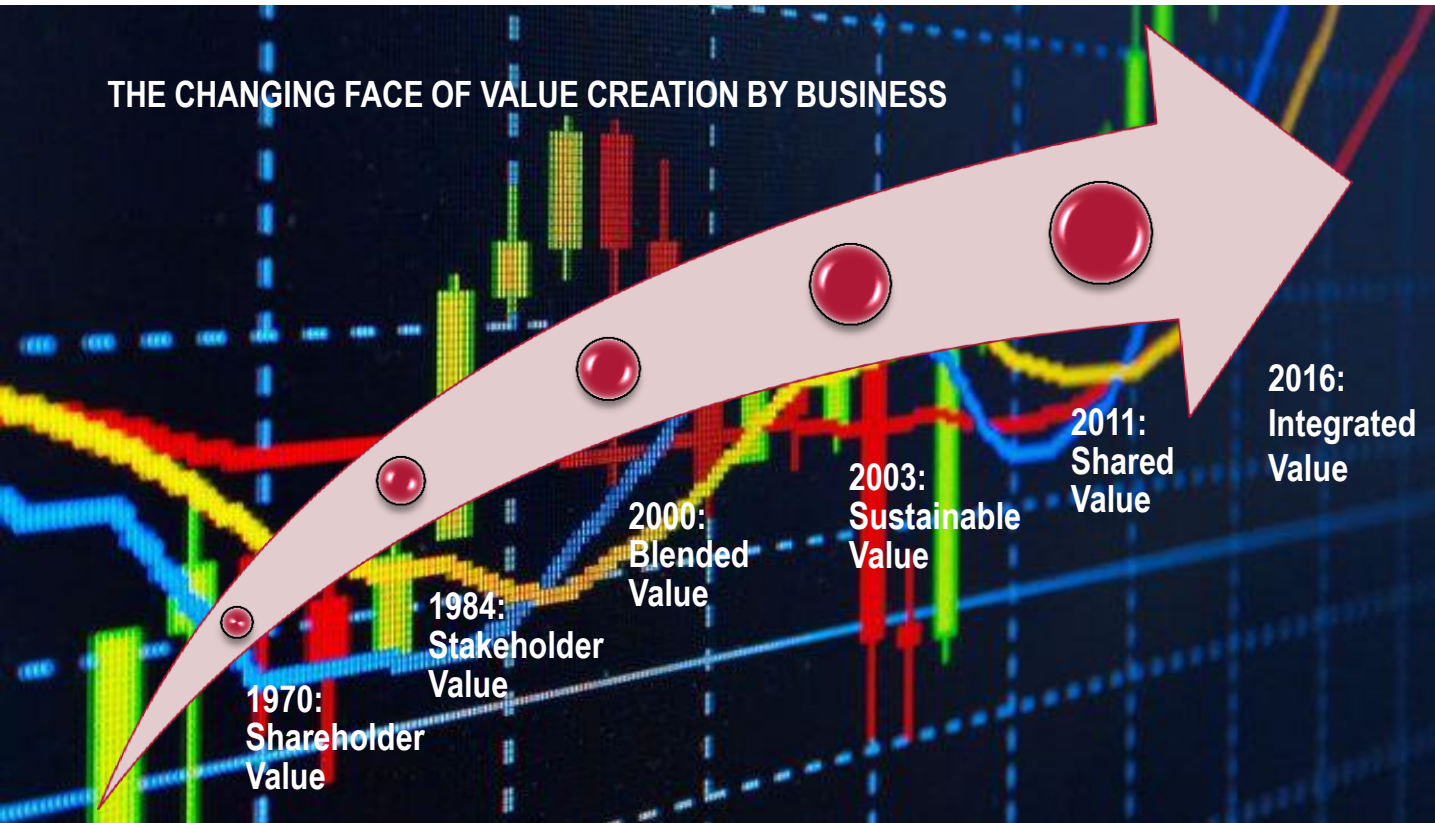
PATHOLOGICAL



CHALLENGE 3: REDEFINE VALUE

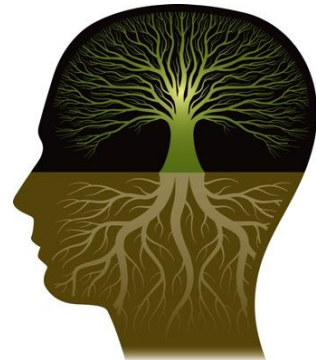
Questioning How Business Creates Value in Society

THE CHANGING FACE OF VALUE CREATION BY BUSINESS



CHALLENGE 4: REALIGN PURPOSE

How to Better Understand Systemic Leadership



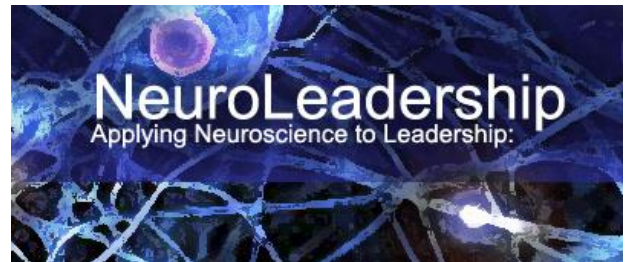
CHALLENGE 4: REALIGN PURPOSE

How to Ensure we Develop Systemic Competencies



Characteristics of sustainability leaders:

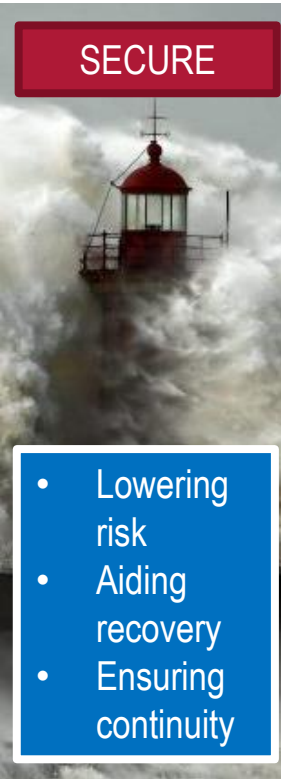
1. Systemic understanding
2. Emotional intelligence
3. Values orientation
4. Compelling vision
5. Inclusive style
6. Innovative approach
7. Long term perspective



CHALLENGE 4: REALIGN PURPOSE

How to Get Systemic Leaders to Set Systemic Goals

SECURE

- 
- Lowering risk
 - Aiding recovery
 - Ensuring continuity

SMART

- 
- Connecting people and things
 - Using big data
 - Artificial intelligence

SHARED

- 
- Equity / fairness
 - Inclusive design
 - Sharing platforms

SUSTAINABLE

- 
- Bio / renewable products
 - Zero waste design
 - Being climate positive

SATISFYING

- 
- Human health
 - Quality of life
 - Meaning in work

CHALLENGE 5: REDESIGN PRODUCTS

How to Encourage Innovation for Systemic Solutions

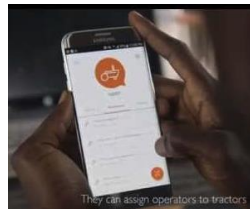
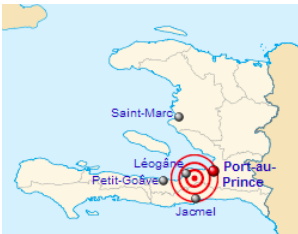
RESILIENCE
ECONOMY

EXPONENTIAL
ECONOMY

ACCESS
ECONOMY

WELLBEING
ECONOMY

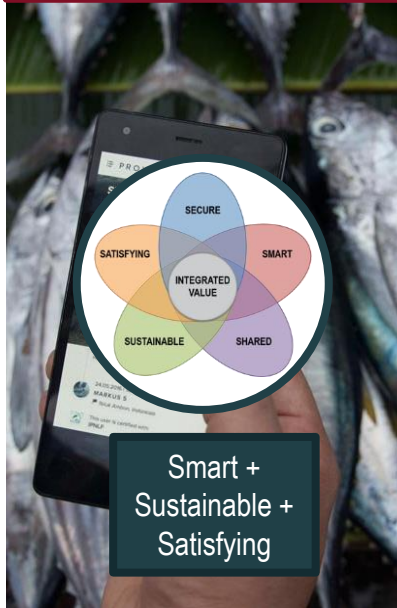
CIRCULAR
ECONOMY



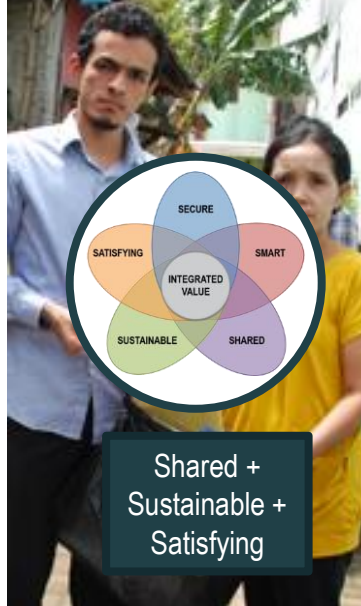
CHALLENGE 5: REDESIGN PRODUCTS

How to Create Integrated Value with Systemic Synergies

PROVENANCE UK



GARBAGE CLINICAL INSURANCE Indonesia

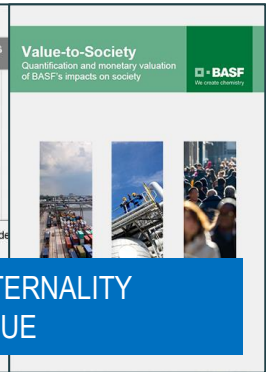
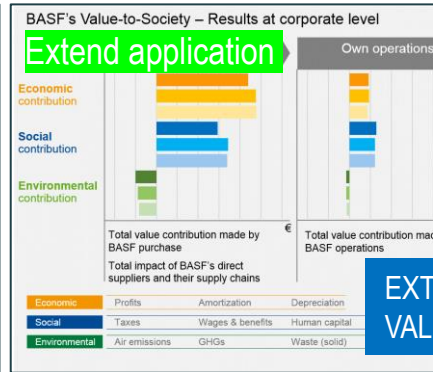
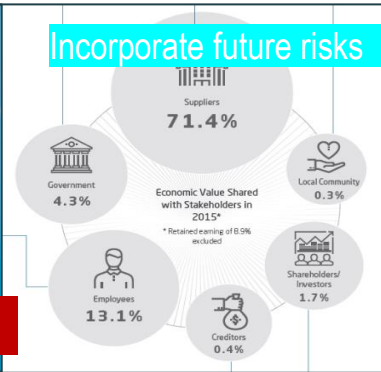
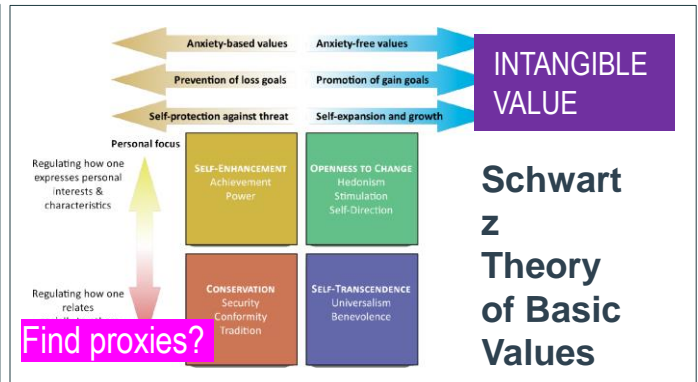
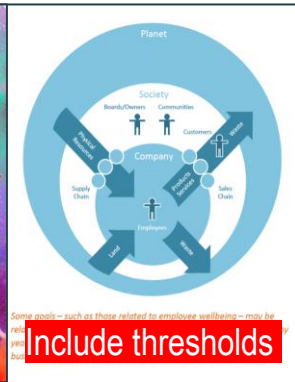


TESLA ENERGY Puerto Rico



CHALLENGE 6: REASSESS PERFORMANCE

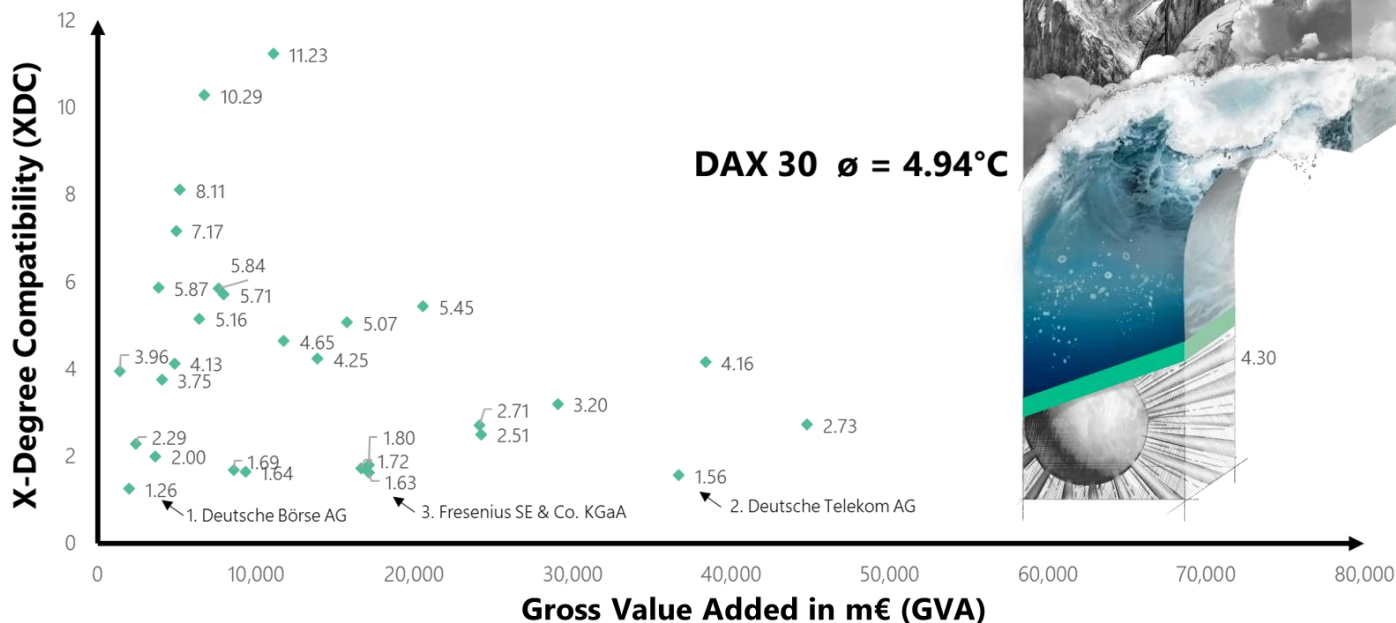
How to Measures Systemic Benefits



CHALLENGE 6: REASSESS PERFORMANCE

How to Apply Science-Based Methods

Standard XDC 2016

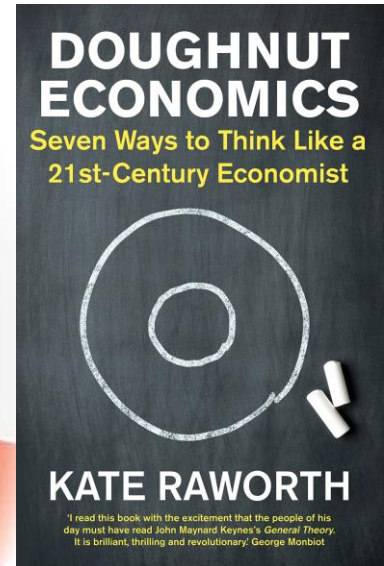
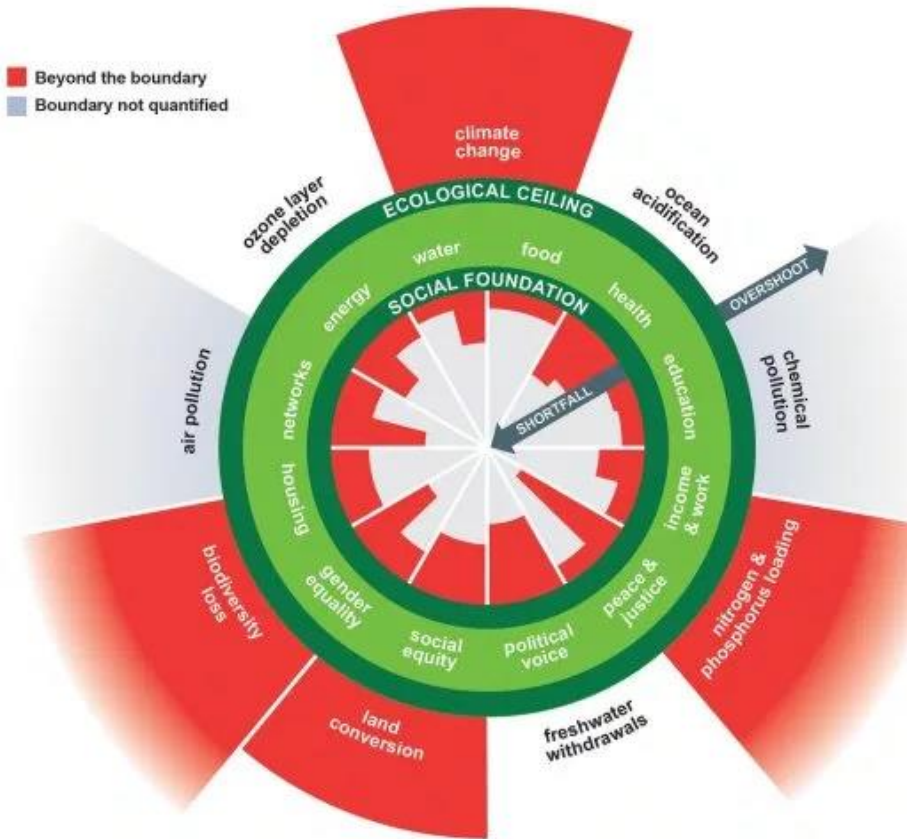


right. based on
science UG

*Source: XDC Model (β -development phase) proprietary to right. based on science: The Standard XDC is calculated upon a 3.2 % p.a. increase of global gross value added until 2050 (source: WEO and IMF). The ratio between company-specific emissions and gross value added remains the same until 2050 with a growth-rate of 3.2 % p.a.. Source Emission Data: Engaged Tracking; Source Financial Data: FactSet Research Systems.

CHALLENGE 6: REASSESS PERFORMANCE

How to Apply Global/National KPIs to Companies



CHALLENGE 7: REVIVE VALUES

How to Determine and Foster Synergetic Values



***Synergy — the bonus that is achieved
when things work together harmoniously.***

-Mark Twain

SYNERGETIC VALUES

- Values that emphasise collective contribution rather than individual gain
- That favour cooperation for the public good over competition for private benefit
- Where the goal is reciprocity, mutuality and protection, not exploitation, exclusion and extraction

CHALLENGE 7: REVIVE VALUES

How to Credibly Measure the *Values Dividend*

A VALUES DIVIDEND is:

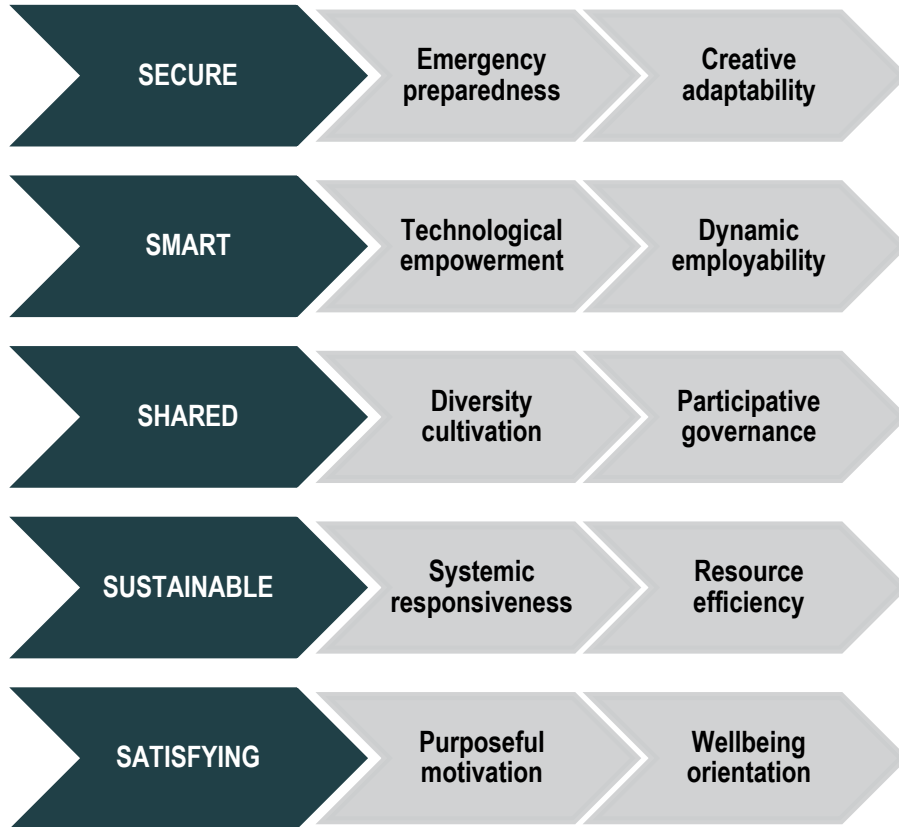
- The sum of diverse and extensive benefits
- That accrue to society, nature and the economy
- When our collective actions are guided by synergetic values



One Answer: Assessing Sustainable Transformation

SYSTEMIC ENABLERS	SYSTEMIC GOALS				
	SECURE (Disruption to Resilience)	SMART (Disconnection to Digital)	SHARED (Disparity to Access)	SUSTAINABLE (Destruction to Circular)	SATISFYING (Discontent to Wellbeing)
PURPOSE (Re-define goals)	Green	Yellow	Red	Yellow	Yellow
PERFORMANCE (Re-assess value)	Yellow	Green	Green	Red	Green
PARTNERSHIPS (Re-align stakeholders)	Yellow	Red	Red	Green	Yellow
PRODUCTS (Re-invent innovation)	Green	Yellow	Yellow	Green	Red
PLAYING-FIELDS (Re-shape context)	Red	Green	Red	Yellow	Green

Another Answer: Assessing Human Capital Future Resilience




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Thank you!



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**Opening Minds.
Touching Souls.
Energizing Business.**

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Chair in Sustainable
Transformation**

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#SustainableTransformation