

**Sustainability is
a virtuous circle.
So please recycle
after reading.**

All thoughts must be distilled into action and action that brings results.

Celerant is launching a new Sustainability Consulting service to help companies move from knowledge to effective action.



Sustainability is not only about profit making, green growth and new technologies, says Bart Le Clef, Head of European Operations, it's about new behaviours for the future. So it needs urgent attention right now.

The World is Watching' is the new business reality and any organisation that wants to remain both highly competitive and publically applauded must look at every aspect of how it implements Sustainability.

The business case has already been comprehensively laid out. Raw material pressure, regulatory pressure, public pressure, profit pressure. If one doesn't get to you, another one will. The current financial downturn has undoubtedly brought the subject into sharper focus, but it's simply an additional weight on the scales. The question is: What is the most efficient way to make it happen?

Make the shift. Reap the rewards.

Creating responsible, sustainable solutions to everyday business needs is a big challenge, so many companies are struggling to get from 'Yes, we're working on sustainability' to 'down on the ground implementation.' It's a fact that if you talk to many CEOs today about Sustainability, there's a good chance that you could talk for an hour without really understanding what it is they want to achieve. Then if you talk

to their Manufacturing or Procurement Directors, a whole different definition might come up. That's why Celerant is launching its new Sustainability consulting service. We can help organisations make the shift from 'We want to do something' to 'Look at our results, we've done it.' We can help them identify every area in their value chain that needs to be improved, so they can create a closed loop system where the benefits of one Sustainability measure trip over to the next.

No separation. Total Integration.

Sustainability is not something that can be done next to your current running business. It must be integrated across your whole value chain, from purchasing to the end products or services you sell - and it must be linked to the kind of targeting you would expect under initiatives like Operational Excellence.

Last year for example, Celerant did a lot of energy scans within companies, typically as part of an analysis looking for opportunities to improve energy efficiency and effectiveness. Add to the scan the relevant sustainability areas and you'll find a totally different dimension for

companies on the question 'How efficient are we?' Carbon footprint, cradle to cradle, product design, sustainable logistics... it puts greater emphasis on a lot more than just optimising the KW's of a manufacturing asset.

So every area of a business must go under the Sustainability scanner and be thoroughly examined. How do we redesign and re-innovate our products to be able to claim that they are sustainable? How are we going to minimise the percentage of our product that uses scarce resources? How can we change our procurement rules so that whatever we purchase or whatever we put in our products is carbon neutral, or at least can be re-used? What about the way we package our products and ship them? How can we improve there?

Celerant can help an organisation close the gap between knowing and doing. It's not enough to claim Sustainability as a marketing tool, it has to be measurable so that people can actually see it. They can see it in the business performance, they can see it in the products and services that customers buy, they can see it in their own work environment. That's when you get a critical mass,



People. Profit. Planet.

mobilisation starts and Sustainability moves from being a CEO initiative to employees proudly telling their friends about the changes that are happening.

What are the cost implications?

No matter whether you want to turn it left or right, Sustainability will have a bottom line impact. But our experience has shown that if, as part of an analysis on the Sustainability scanner, a client can see that there are real benefits, they aren't too worried about the impact of investment. In fact, something like 80% of the concern is gone.

If on top of that they can see that by going for a sustainability approach, they can also tackle some of the critical performance issues they've had in the last 5 years, that adds even more value to the proposition.

The big picture is that organisations are implementing Sustainability because it makes sense, to shareholders, stakeholders, suppliers, regulators, the people who work for them and the people who buy from them - and in the end because it is a value driver that makes them money.

The way business operates is changing fast. Shipping companies are sailing their vessels slower because it cuts emissions and that in turn cuts fuel costs. China is now the world's biggest producer of wind turbines and solar panels and will soon be top in electric cars. And surprise, surprise, the world's biggest wind farm is in the 'Big Oil' state of Texas.

For many organisations though, the biggest challenge remains: What happens when the CEO comes out of a sustainability presentation or workshop totally energised on the subject? How are they going to paint their people a picture of what they are going to do differently as of tomorrow? And once they've got the picture, how they're going to action it.

Celerant's new Sustainability Consulting service is designed to help answer that.

For a presentation on Celerant's new Sustainability Consulting service call Celerant Belgium on +32 27 62 52 38 or visit celerantconsulting.com

'Consumers are asking who is behind the brand, so we have to make it visible.'

Paul Bulcke, Nestlé S.A.

For over 20 years, Celerant Consulting has delivered successful, sustainable change for world leading companies. Our expertise covers the entire spectrum of the Operations Management ecosystem, with a core focus on Performance Improvement and Behavioural Change Management. Every project is a strategic partnership where we get down on the ground to identify and analyse a Client's most significant business challenges, then work with them to drive up results. We implement customised solutions that capitalise on existing systems, processes and people - and deliver substantial benefits. We change business for good and over 90% of our Clients say they would work with us again.

Americas + 1 781 674 0400 **Belgium** + 32 (0) 2 762 52 38 **Denmark** + 45 35 45 90 01
Finland + 358 10 396 8800 **France** + 33 (0) 1 56 69 53 00 **Germany** + 49 (0) 211 58 33 00 33
Netherlands + 31 (0) 20 570 5400 **Norway** + 47 22 43 29 23 **Sweden** + 46 (0) 8 670 6579
United Arab Emirates + 971 (0) 2 406 98 77 **United Kingdom** + 44 (0) 20 8338 5000

celerantconsulting.com