



The role of business in driving sustainability

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Sustainability defined

**‘Meeting the needs of
current generations without compromising the ability
of future
generations to meet their own needs’**

Brundtland Convention 1987

Creating sustainable business models that meet current economic, environmental, social and cultural needs while building resilience & capacity for long-term viability



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An integrated perspective

“Sustainability is about walking the path to a better future, together, and helping one another to complete the journey.”

Reuel Khoza; Nedbank Group
Chairman



Cultural



Economic



Environmental



Social

Integrated Sustainability


Ultimate objective:
A sustainable organisation
and a sustainable future
for all South Africans



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Integrated Sustainability - Drivers and trends

- Formal regulatory framework – the importance of the business voice in the formulation of this framework
- “Licence to operate” – Stakeholder expectations and requirements
- Major transformative trends:
 - Low Carbon Economy:
 - achieving growth in a world with declining resources
 - SA government ‘Green’ / Job creation agenda
 - Technology
 - Changing demographics
 - Individual vulnerability, e.g. increasing energy costs



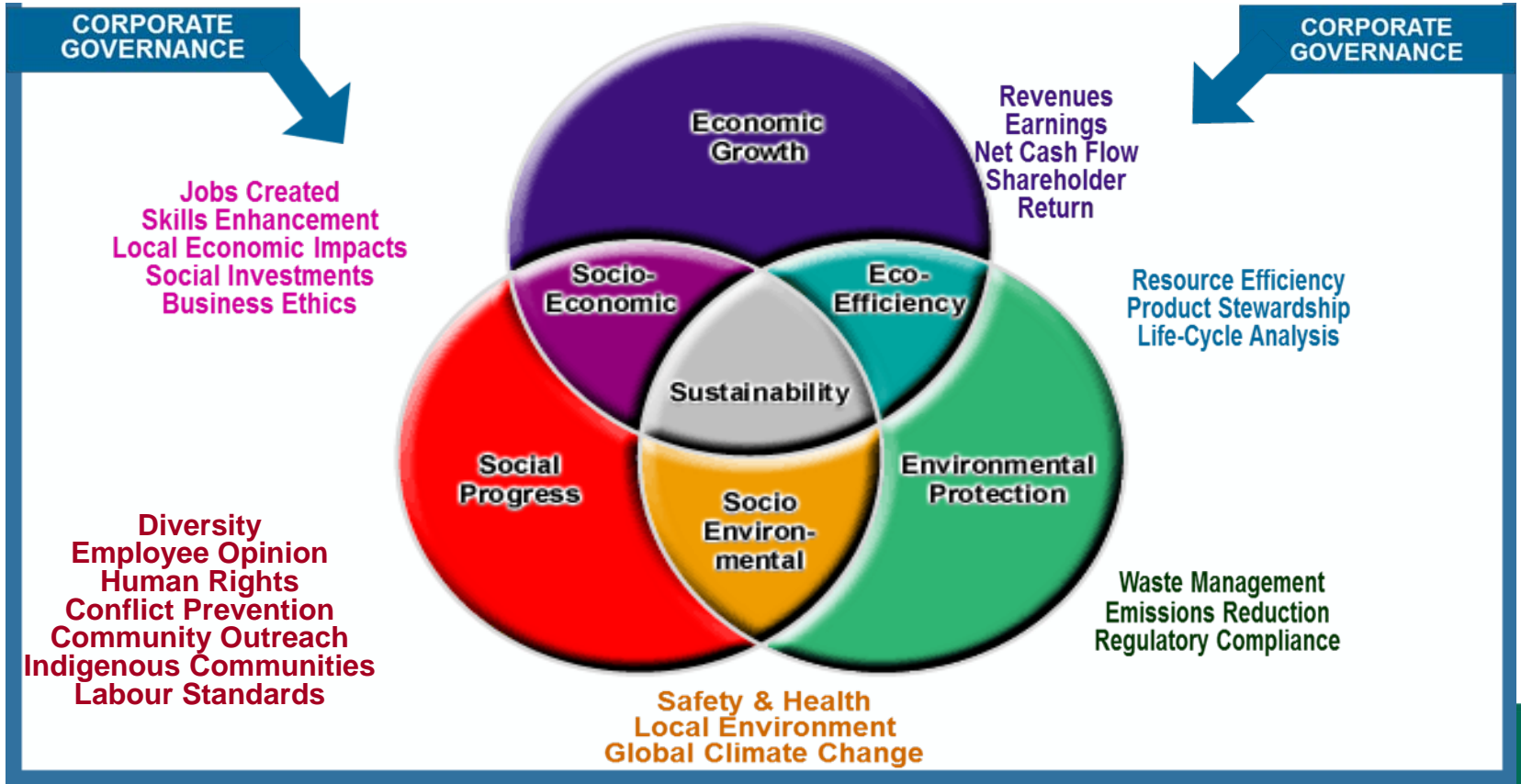
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The Challenge & Opportunities

Paradigm shift required
Different thinking → Different behaviour





The integration of sustainability into business

- Making a sustainable difference is often about the numbers – but not in the way you might think. Profitability is a vital component of sustainability for any business
- However, being sustainable is not just about staying in business from a financial perspective.
- True sustainability is when that impact is evident everywhere – from raising living standards and preserving the environment, to improving futures and enhancing the cultural, social and economic fabric of society.
- Integrated sustainability is a strategic imperative



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The role of business in driving sustainability

- **Call to business to champion sustainability**
- **Extending the business sphere of influence**
- **Creating shared value**
- **Revisiting capital perspective & allocation**
- **Collaborative effort**
- **Entrenching a sustainability culture**
- **Putting your influence to good use**
- **Harnessing innovation**
- **Effective Education**
- **Promoting policy change**



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A frame of reference

Does Your Organisation Build or Deplete Capital?



Originally Developed by
Forum for the Future
www.forumforthefuture.org



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The Role of banks - Nedbank's Journey

Manage our
own impact

Lead through
collaboration

Facilitate
through
finance and
products

Managed as a continuum



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“It's not enough that we do our best;
sometimes we have to do what's required”
- Winston Churchill



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Questions & Answers



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