

Transformational Social Sustainability

Global social risks to business make the daily headlines: income inequality, aging population, obesity, food and water scarcity. More and more companies recognize that business as usual is not an option. Forward-thinking companies look ahead 40 years and question how nine billion people will live within the limits of our planet. Yet there is little guidance on how a business can contribute to social solutions while creating value for shareholders and owners.

The following is a tool to help your company think how it might advance on the social sustainability path from a philanthropic charitable model to become an inclusive, transformational business creating both shareholder and social value.

The Transformational Social Sustainability Continuum

Stage & Type	1.0 Philanthropic Business	2.0 Engaged Business	3.0 Inclusive Business	4.0 Transformational Business
Focus	Philanthropy	Strategic community investment	Functions, products & services	Core business
Activity	Ad hoc Donations Reactive	CI vision Grants, volunteering & in kind Goals & targets	CSR vision Core competencies & assets Whole of enterprise model	Business purpose Mission Corporate strategy
Participation	Community relations	+ Strategy + Partners	+ Functions	+ Multi-stakeholder + Industry
Timeline	< 1 year	Multi-year	Medium term	Long term

Impact

