



## Sustainability Embedment Continuum

Once organizations adopt a sustainability or corporate social responsibility (CSR) strategy they often seek to embed sustainability into their organization. The following is a continuum for embedding sustainability into the business or organization. You can use this tool to help your organization think about what approach to embedment it prefers.

For more suggestions on embedding CSR or sustainability into your governance and management see: [Sustainability Governance and Management Assessment Tool](#).

Basic Focus	Compliance & Transaction Focus	Strategy Focus	Knowledge & Competency Focus	Business Model Focus
Define sustainability for the organization	Embed in management system	Embed in KPIs, corporate strategy, business and performance plans, bonusable goals	Embed in conventional, functional, core training	Embed as core purpose
Ensure business case is understood	Embed in policies, procedures, employee code of conduct, basic communications		Embed in competency model, leadership development and employee life cycle	Embed in corporate mission and vision
Adopt a sustainability policy and vision				