

Sustainability Integration Continuum

Use this tool to prioritize the degree and nature of sustainability integration at your organization.

Sustainability Integration Continuum				
Integration Level	1.0 Operational	2.0 Strategic	3.0 Integrated	4.0 Social Purpose
Focus of integration	Operations	Corporate strategy	Governance and management	Core purpose and business model
Philosophy	"Sustainability saves money and improves compliance"	"Sustainability helps us achieve our corporate priorities"	"Sustainability is a factor in how we govern and manage the company and conduct business day-to-day"	"Our vision of being a sustainable company determines our corporate priorities"
Relationship to strategy	Side-lined	Component of corporate strategy	Component of all business plans	Central to / inseparable from corporate strategy
Leadership	Sustainability Manager	Chief Sustainability Officer	Executive Committee	CEO
Marketing	Paid advertising tells the story	Earned media / cause marketing tells story	Customers tell story	Everything you do tells story
Timeline	< 1 year	Multi-year	Medium term	Long term
Business value	Good will and cost savings	Reputation and revenue growth	Profitability and risk management	Long-term viability and value creation