

Sustainability Sense or Cents: How do Companies Incorporate Sustainability Decisions in their Businesses?

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Abstracts

Summary

This brief report summarizes a potent new force helping to determine product and company outcomes. We describe the integration of a business calculus that functions as a total area of consumer adoption and “stickiness”, the volume of combined product performance, the trajectory of product applications, and the overall internal team support and effectiveness. Sustainability and environmental mathematics are helping to shape a new sense of how to optimize dollar results.

One of the emergent themes uncovered is that the new sustainability calculus requires multi-sector participation. Cutting carbon emissions has little effect if all your neighbors are increasing emissions. In much the same way, converting to green chemistries, or adopting closed loop sourcing procedures has little value if the products are disposed without re-use, or if the next product cycle isn't able to influence without incurring massive tear-down or separations and purification costs. No person is an island, and no product stands alone in the integration of sustainability success. As readers will see in the Walmart case study, companies with a clear vision of the future see sustainability adoption as a massive opportunity, not an inconvenience.

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