THE CORPORATION AND THE ENVIRONMENT

A NICETY OR A NECESSITY?

IUCN CONFERENCE INVERNESS OCTOBER 2014
WHY?

THERE ARE PRESSURES TO PERSUADE CORPORATES TO TAKE THE ENVIRONMENT SERIOUSLY.

WHAT ARE THE BENEFITS FOR BUSINESSES?
* BUSINESSES INCREASINGLY SEE THAT CR AS PART OF AN APPROACH TO RESPONSIBLE BUSINESS IS NOT ONLY GOOD FOR THE ENVIRONMENT AND SOCIETY BUT CAN DELIVER BENEFITS IN TERMS OF:
  - IMPROVING A COMPANY’S REPUTATION
  - ENHANCING EMPLOYEE’S MORALE
  - STAFF RECRUITMENT AND RETENTION
  - DRIVING INNOVATION AND PRODUCTIVITY
  - OPENING UP NEW MARKETS
WHAT PENALTIES DO BUSINESSES FACE IF THEY DO NOT ENGAGE? *

* DAMAGED REPUTATION
* BEHIND THE CURVE WHEN IT COMES TO INNOVATION
* WE WILL ALL SUFFER, BUSINESSES INCLUDED, IF WE DON’T MOVE AWAY FROM WAYS OF DOING THINGS THAT ARE NOT SUSTAINABLE
- Stimulating the local economy
- Reducing the impact of unemployment
- Addressing the skills shortage facing businesses
- Addressing inequality in recruitment
- Creating healthier, happier and more productive employees
- Cutting dependency on diminishing resources
- Allowing for 9 billion people to lead quality lives by 2050

- Business in the Community