

bsi.

Sustainability: Bridging the strategy gap



Bridge the gap from goals to real results

Most organizations aim to become more sustainable through goals like net zero emissions, biodiversity protection, and social impact. However, turning aspirations into action can be challenging.

We help bridge that gap. Using international best practices and frameworks, we prioritize goals and craft credible, implementable strategies to help you achieve them.

Our approach builds confidence in three ways:

- **Expert guidance.** We draw on our experience developing sustainability standards to create fully supported roadmaps and plans.
- **Tailored solutions.** Our research and advisory services create customized plans that consider each organization's unique supply chains and markets.
- **Proven results.** In addition to multi-year government programs, we have helped clients across industries - from consumer brands to transport - transition strategically toward sustainability.

Let our expertise support your goals and inspire stakeholder trust in your achievable, impactful solutions. [Contact us](#) to discuss how we can partner on your sustainability journey.

"It's incredibly important for us to have valuable partnerships"

Amy Nelson-Bennett, Co-CEO, Positive Luxury



Our sustainability consulting services



✓ Establish your current position	✓ Drive stakeholder engagement, prioritization, & strategy	✓ Establish frameworks to drive wider integrated thinking	✓ Take effective action & launch your sustainable future
<p>We can leverage our knowledge as a recognized world leader in standards and best practice frameworks to set clear baselines.</p> <ul style="list-style-type: none">• Identify your strengths and improvement areas• Establish a workable baseline to understand your environmental impacts and performance• Pinpoint the most relevant best practice and advice on adoption• Benchmark against industry norms and key standards	<p>We can bring together stakeholders and organisations to build consensus around key priorities. This enables us to help protect and create value for all stakeholders.</p> <ul style="list-style-type: none">• Establish high-impact, achievable sustainability targets in-line with strategic objectives• Aid organizations by facilitating key stakeholder engagement to agree on best practice and inform next steps• Engage stakeholders to discover how important specific ESG issues are to them and align around ESG targets	<p>We can shape common, agreed, frameworks and metrics that build on the SDGs and drive collaborative behaviours and outcomes across the value chain.</p> <ul style="list-style-type: none">• Carry out materiality assessments among your suppliers and stakeholders• Review and critique the veracity and efficacy of current frameworks to establish robust and credible metrics• Set a baseline score and set meaningful goals, metrics, and frameworks• Help organisations build a compelling view of their progress against goals• Build perspectives from across supply chains and value chains• Work with standards experts to identify the relevant standards for your organisation	<p>We can help you to build trusted, credible and consensus-based strategies that set out tangible roadmaps to deliver on client goals.</p> <ul style="list-style-type: none">• Equip your staff and stakeholders with the skills and knowledge to deliver change• Build/shape strategic roadmaps for rolling out your sustainability strategy to meet your net zero targets• Provide insights and opportunities to help you increase cost savings, build resilience, and improve your sustainability performance

Success stories



Challenge – Create a bespoke sustainability strategy to minimize environmental impact

Two-year strategic roadmap of short, medium and long-term actions

Sustainability has risen to the top of the business agenda. The climate crisis demands urgent action; stakeholders and investors have high expectations; and the business case is strong.

SGK wanted to create an ambitious sustainability strategy, with well-defined targets and actions that would drive change across the organization and beyond.

The challenge here was to ensure the strategy reflected international best practice whilst also remaining relevant to all employees, clients and partners globally, whilst also being bespoke enough to allow for differences across sites and geographies.

Defining goals and shaping strategy

After helping SGK measure its current environmental impacts, BSI:

- Identified relevant international standards and frameworks and explained how they operate
- Gathered stakeholder input from interviews and workshops to ensure the strategy would benefit all parties while challenging existing practices and driving change
- Helped identify high-impact, achievable and measurable targets and KPIs based on baseline data and consistent with SGK's 10 Environmental Pledges
- Developed a two-year, action-driven strategic roadmap rooted in the latest best practice

A clear way forward

The sustainability strategy was designed to equip staff and stakeholders with the skills, knowledge and enthusiasm to deliver change. The roadmap established a clear way forward for SGK to roll out its strategy based on commitments and targets, and gave actionable ways to improve the monitoring and progress of environmental performance throughout the business.

“We really could not have made this kind of progress without the great work of the BSI team.

Rob Moore, Regional Managing Director and Global Executive Leadership Team member, SGK



Challenge – Help luxury clients drive to sustainable performance and build brand recognition through a next-generation sustainability certification scheme

Sustainability has become a top priority for businesses worldwide. But luxury brands face complex challenges in making their whole supply chain sustainable – and there are no one-size-fits-all solutions.

Positive Luxury had created the Butterfly Mark, an accredited certification for brands who meet the highest sustainability standards. Because sustainability is good for business as well as the planet, the company wanted to maximize its clients' impact over the next few crucial years. A key step was to revise the Butterfly Mark so it could help brands put sustainability strategy right at the heart of their organizations.

A scheme fit for the next generation

BSI helped Positive Luxury develop this next-generation sustainability assessment. It included:

- Categorization of sustainability issues relevant to the luxury sector
- Standardized questions focused on data to leverage best practices
- Robust scoring methodologies to ensure a required base level of performance
- The target levels of compliance for being awarded the Butterfly Mark

Key to the new framework was its customization, allowing each company to improve its sustainability in a way that works for them.

Building brand equity and financial health

The updated framework helps businesses develop and implement a tailored, progressive and action-oriented sustainability strategy – making it a valuable tool for building their reputation among consumers and boosting their bottom line.

The new framework is updated every six months, enabling businesses to be confident that they're working with relevant data and to set goals that will put them at the forefront of sustainability in luxury.

“Working with BSI has ensured that the assessment and the outcome of it is fair, transparent and based on tangible points of proof”

Amy Nelson-Bennett, Co-CEO, Positive Luxury



Challenge – Help suppliers achieve the highest sustainability standards

An impact-increasing review of a sustainability procurement framework

As companies work towards their ESG targets, it is increasingly important for them to know (and show) where they are directing their procurement spend.

With this in mind, HH Global launched a sustainability initiative for its strategic partners: the Sustainability Procurement Framework, a supply chain programme designed to help suppliers improve their sustainability.

HH Global commissioned BSI to review and critique this new framework, to make sure it reflected the principles underpinning the UN SDGs, and was universally applicable to suppliers while also able to address their specific needs.

Harnessing the UN Sustainable Development Goals

BSI reviewed and critiqued the veracity and efficacy of the Sustainable Procurement Framework in relation to the principles of the UN SDGs. This was because the goals are suitably wide-ranging and comprehensive, while enabling every supplier business to choose goals that are relevant to their own requirements. BSI's review also assessed the framework's potential to have a positive impact on HH Global's supplier businesses.

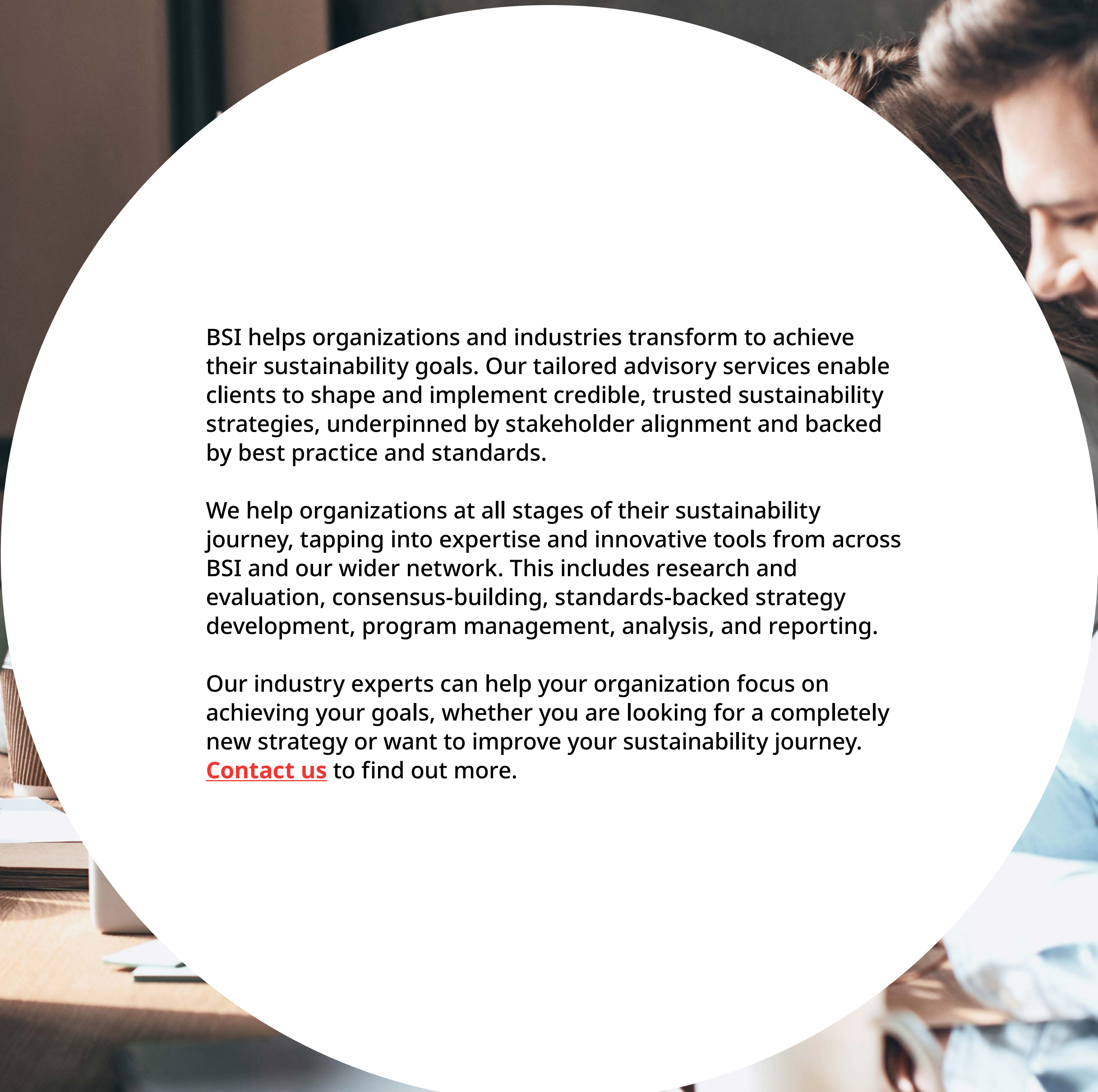
Competitive edge

BSI's findings and recommendations have advanced the framework's development, ensuring that it helps HH Global's suppliers to develop and implement tailored and well-defined sustainability strategies, while also establishing their sustainability credentials and growing their brand equity. BSI has also helped to identify areas of opportunity and to spark ideas for future development, to leverage the framework's outputs and consolidate HH Global's leading position in its market in the long term.

“We are on a sustainability journey. We have learned a lot over the last 6 years and we are continuously developing our expertise to ensure we are leading the sustainability agenda in our industry”

Kevin Dunckley, Chief Sustainability Officer, HH Global



A circular graphic with a white background and a thin black border. It contains three paragraphs of text. The background image shows three people in a meeting: a man on the left with glasses and a white shirt, a woman in the center with long dark hair and a white shirt, and a man on the right with a beard and a blue shirt. They are sitting at a wooden table with a laptop, a coffee cup, and some papers. In the background, there is a whiteboard with various charts and sticky notes.

BSI helps organizations and industries transform to achieve their sustainability goals. Our tailored advisory services enable clients to shape and implement credible, trusted sustainability strategies, underpinned by stakeholder alignment and backed by best practice and standards.

We help organizations at all stages of their sustainability journey, tapping into expertise and innovative tools from across BSI and our wider network. This includes research and evaluation, consensus-building, standards-backed strategy development, program management, analysis, and reporting.

Our industry experts can help your organization focus on achieving your goals, whether you are looking for a completely new strategy or want to improve your sustainability journey.

Contact us to find out more.

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Read more about our
services and products
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