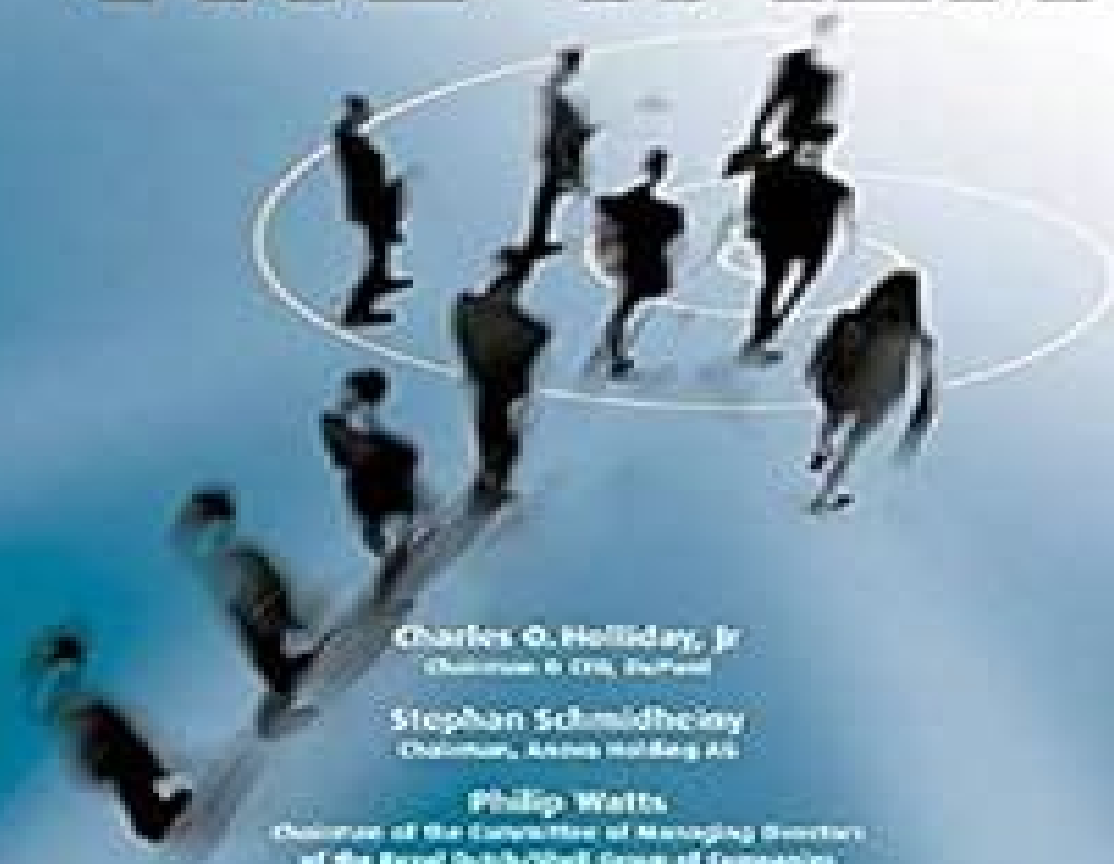


THE MOST IMPORTANT BOOK ON CORPORATE RESPONSIBILITY YET PUBLISHED

WALKING The Business Case for Sustainable Development THE TALK



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Chairman & CEO, DuPont

Stephan Schmidheiny
Chairman, Amgen Holding AG

Philip Watts
Chairman of the Committee of Managing Directors
of the Royal Dutch/Shell Group of Companies

Walking The Talk The Business Case For Sustainable Development

**Beth Beloff, Marianne Lines, Dicksen
Tanzil**



Walking The Talk The Business Case For Sustainable Development:

Walking the Talk Charles O. Holliday, Stephan Schmidheiny, Philip Watts, 2002 Argues that the solving of environmental social problems is essential for future growth cover **Walking the Talk** Charles O. Holliday, 2017 Ten years on from the Rio Earth Summit world leaders will gather again in Johannesburg for the World Summit on Sustainable Development in September As planetary anxieties about globalization poverty and climate change grow where does the international business community stand Are they a barrier to change or an engine for it One outcome of Rio was Changing Course the hugely influential book by Swiss industrialist Stephan Schmidheiny which argued that business needed to be part of the solution to global environmental degradation Now Schmidheiny has joined with fellow prime movers in the World Business Council for Sustainable Development WBCSD the key business organization focusing on policy research and development in this crucial area Chad Holliday Chairman and CEO of DuPont and Philip Watts Chairman of Shell to spell out the real business case for addressing sustainable development as a key strategic issue The results are ground breaking For the first time leading industrialists are arguing that not only is sustainable development good for business the solving of environmental and social problems is essential for future growth Drawing on a wealth of case studies and personal interviews from business leaders operating around the world Walking the Talk clearly demonstrates that the vanguard who have operationalized leading edge environmental and social initiatives are benefiting in a myriad of ways that benefit the bottom line and the planet The book argues that the time for rhetoric is over The business of business has changed Even more remarkably the authors insist that a global partnership between governments business and civil society is essential if accelerating moves towards globalization are to maximize opportunities for all especially the world's poor As Chad Holliday recently stated in an address to the United Nations Given existing technology and products for all six billion people on the planet to live like the average American we would require the equivalent of three planet Earths to provide the material create the energy and dispose of the waste Such an option is evidently not available and the book argues that far more eco efficient and socially equitable modes of development must be pursued in order to allow poorer nations to raise their standards of living The solution provided by Walking the Talk is to mobilize markets in favour of sustainability leveraging the power of innovation and global markets for the benefits of everyone not just the developed world This means a further liberalization of the market a move that would be condemned by anti globalization protestors Yet as the authors argue business cannot succeed in failing societies When the global market fails poor countries where most of the world's people live it will also eventually fail business Subsidies for rich countries products and tariffs against poor countries products do not constitute a free market or one that best serves people or business Similarly governments cannot subsidize fossil fuels or water and expect businesses or ordinary citizens to use them efficiently So a new fair and equitable market is needed A market that can work for all The authors therefore call on protestors against globalization to stop protesting against the market and instead to campaign instead against the perverse

policies that impoverish people and their environment Walking the Talk explores the opportunities and challenges inherent in eco efficiency producing more with less corporate social responsibility and a transparent wired world where reputations can be irreversibly damaged or enhanced in real time It also devotes a chapter to ways in which corporations can and must learn to change It examines the new partnerships needed among companies governments and civil society to produce real change and the ways in which these alliances can work for all concerned And it argues that consumer choice and consumer information should be encouraged as a positive force for sustainable development Only what is valued is carefully used and so creating markets for environmental goods and services may be the best way to protect scarce resources This is especially true in efforts to mitigate the effects of climate change where business like approaches such as the development of carbon trading offer workable solutions to policy makers Whether small medium or large all businesses must innovate and change to meet the social and environmental challenges of the coming years Walking the Talk provides a broad set of proven roadmaps to success as well as real life inspiration for business to embrace the real challenge to build a global economy that works for all the world s people Provided by publisher *Walking the Talk* Jr, Charles O. Holliday,Stephan Schmidheiny,Philip Watts,2017-10-19 The authors argue the business case for sustainable development in this study that explores a range of issues beginning with corporate social responsibility and ending with eco efficiency **Walking the Talk** Charles O. Holliday,Stephan Schmidheiny,Philip Watts,2002-08-16 Report by the World Business Council for Sustainable Development

Becoming Part of the Solution Bill Wallace,2005-01-01 **Grassroots Development** ,2004 *Transforming Sustainability Strategy into Action* Beth Beloff,Marianne Lines,Dicksen Tanzil,2005-10-13 A highly informative and brilliant contribution to the growingsustainability literature Dr Brian and Mary Nattrass Managing Partners of SustainabilityPartners and authors of The Natural Step for Business and Dancingwith the Tiger The goal of sustainable development a recent focus in thecorporate world is to ensure a better quality of life foreveryone today and in generations to come The challenge facingindustry leaders is how to reconcile economically competitivestrategies with environmentally sound and socially responsiblepractices Transforming Sustainability Strategy into Action The ChemicalIndustry presents proven practical techniques to help managers inthe chemical industry identify and assess options for improving thesustainability of their organizations with a pragmatic emphasis onoperational aspects decision support and guidelines for measuringprogress Employing a systematic approach and introducing globallyproven problem solving and decision making tools designed toprovoke questioning and creative thinking the authors address someof the most challenging issues for the industrial worldtoday The authors combined expertise and extensive experience intranslating sustainability strategies from theory into action makethem uniquely qualified to deliver the kind of hands on responsivebusiness solutions that will give corporate leaders the competitiveedge in preparing for tomorrow s socially and environmentallyconscious marketplace **Capitalism** Jonathon Porritt,2012-08-06 As our great economic machine grinds relentlessly forward into a future of declining fossil fuel

supplies climate change and ecosystem failure governments are at long last beginning to question the very structure of the global economy In this fresh politically charged analysis Jonathon Porritt wades in on the most pressing question of the 21st century can capitalism as the only real economic game in town be retooled to deliver a sustainable future Porritt argues that indeed it can and it must as he lays out the framework for a new sustainable capitalism that cuts across the political divide and promises a prosperous future of wealth equity and ecosystem integrity **Handbook of Corporate Sustainability** M.

A. Quaddus, Muhammed Abu B. Siddique, 2011-01-01 Achieving corporate sustainability CS is one of the most difficult challenges facing organizations in the twenty first century This comprehensive Handbook examines the current status and future direction of sustainability frameworks and applications in the corporate environment Internationally reputed scholars portray the frameworks of CS practices in contemporary businesses They explore in detail these frameworks and the associated computer based modelling tools that companies are using or can use to aid their decision making with regards to CS and corporate social responsibility practices The contributors expertly investigate the future direction of model based applications in CS as well as related planning processes This innovative and informative Handbook will provide a timely reminder to scholars government agencies international bodies academics and practitioners that appropriate decision making and a correct understanding of these complex problems are essential to the success of CS planning *The SAGE Handbook of International Marketing* Masaaki Kotabe, Kristiaan Helsen, 2009-01-05 Over the past two decades the nature of international marketing has faced huge change Increasingly challenged with the unprecedented emergence of globally integrated yet geographically scattered activities multinational marketing has had to respond accordingly The SAGE Handbook of International Marketing brings together the fundamental questions and themes that have surfaced and promises to be an essential addition to the study of this critical subject area In an internationally minded and detailed analysis the contributors seek to examine the state of the art in research in international marketing with particular emphasis on the conceptual framework and theory development in the field Looking at new research formative and fundamental literature and the nature of strategic alliance and global strategy this timely and comprehensive handbook offers the reader a compelling examination of the central concerns of marketing for an international community

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